

# NATIONAL SALES ASSESSMENT

to improve performance

North American logistics and transportation company  
with \$6 billion annual revenue

## CLIENT'S SITUATION



- ☑ Not using objective assessments for sales or sales leadership positions
- ☑ New hire decisions based solely on in-person/phone interviews
- ☑ No correlation between job fit and historical performance results

## THE SOLUTION



Sales Outcomes deployed an assessment solution to evaluate the existing 50 salespeople and to act as an aid in selecting the right new sales people, ultimately developing each team member to their full potential. This is accomplished by profiling the sales person on how they think, behave and their occupational interests.

Our sales assessment predicts on-the-job performance in seven critical sales behaviors:

- ☑ Prospecting
- ☑ Call reluctance
- ☑ Closing the sale
- ☑ Self-starting
- ☑ Working with a team
- ☑ Building and maintaining relationships
- ☑ Compensation preference

Further, we helped incorporate the assessment into all phases of the employee life cycle to enhance the productivity and performance of individuals, teams, and organization.

## OUTCOMES



- ☑ Established a Benchmark correlation between job fit and historical performance correlation
- ☑ Proven coaching tools for sales leaders to better manage performance of sales people based on their job fit.