

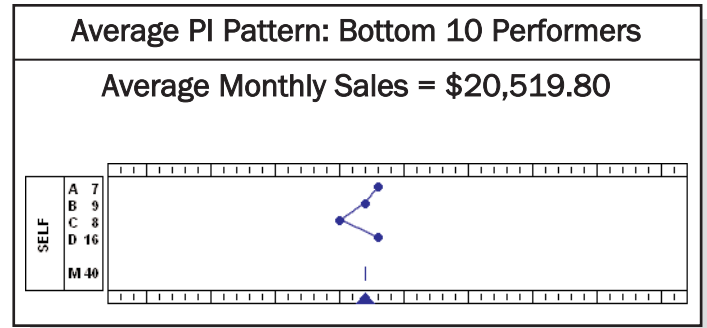
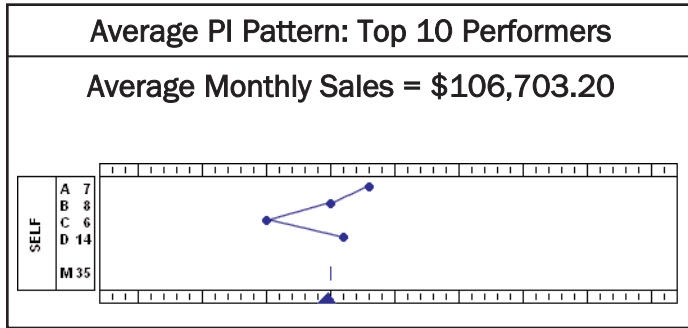
Predictive Index® Case Study
Validity Study / Quantitative Results

Industry: Manufacturing Equipment Distribution

Position: Outside Sales Representatives

Results

The top performers achieved over 5 times more sales volume than bottom performers, averaging over \$80,000 a month in additional sales.



CRITERIA: This statistical analysis is based on a PI validity study conducted with 32 outside sales representatives. PI validity studies determine the statistical connections between PI profiles and job performance. Quantitative Measurement Criteria is based upon 27 months of sales volume.

Industry

The client company is a leading distributor of woodworking manufacturing equipment, offering training and service to their customers.

Position

Outside sales representatives are responsible for meeting established volume, profitability and business objectives, as well as serving as a liaison between the company and its customers on product and service matters.

Analysis

The results of the PI analysis indicate the top performers are statistically differentiated by their significantly Higher A Factors (Dominance) and Lower C Factors (Patience). The top sales performers take control and guide the sales process, and do not hesitate to ask for the customers business. They are highly confident in their own knowledge and expertise. They will also be adept at "expanding the sales opportunity" by helping the customer think beyond initial parameters, in a longer term, more strategic framework. These people are independent self-starters. They set high standards for themselves (and others), and have a high level of self-confidence.

The top sales representatives work at a fast pace, and approach their workday with a sense of urgency and intensity. They can react and adjust quickly to changing conditions and apply practical solutions to address them. They are driven, and at ease multi-tasking; they often have a number of sales opportunities that they are working on concurrently. They have a strong drive in bringing the sales process to resolution.