



# Sales Agility Test - Updated

Demonstrates High Predictive Validity in Two New Studies

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## Highlights



- ◆ “We are excited about using the Sales Agility Test as an input into our hiring process to enable us to identify and hire those who we believe match our success profile.”--  
Manager - Employment and Staffing, Medical Diagnostic Company
- ◆ Demonstrated validity for sales.
- ◆ Coefficients of .59 & .49 between higher SAT scores and higher sales at two organizations.
- ◆ Optional company-tailored scoring algorithm to reflect your culture.
- ◆ Sophisticated response fidelity scale to detect faking
- ◆ Results available minutes. Can be emailed to administrator or accessed online.
- ◆ Available in 7 different languages.
- ◆ Provides feedback on the individual’s selling style and suggestions for tailoring style to clients.

## 2013 Update - It Works!

**First Study:** A company that runs retail stores has been using the Sales Agility Test (SAT) to guide their hiring of store based sales people. Over the course of 2012 they tracked the monthly sales of sales people and compared those figures to the sales person's SAT score at the time of hire. The results are listed in the chart below:

SAT Score Range	Average Monthly Sales
80-89	\$48,504
70-79	\$37,509
60-69	\$34,535
50-59	\$24,185
<50	\$38,225

The data clearly show that the higher the score on the SAT assessment the higher the average monthly sales. The result is a statistically significant 0.59 correlation between higher SAT scores and higher average monthly sales. The results of the lowest group are due to one very high performing individual. Which makes the point even with a very high correlation there will be cases in which "A" performers do score low on the SAT assessment.

**Second Study:** A medical diagnostics company used the SAT to assess their current sales team against the previously determined success formula using the SAT. The results are listed in the chart below:

SAT Scores	Avg. YTD Rev. Growth
90 -99	\$97,860
80 - 89	\$40,160
40 - 60	\$25,830
20 - 39	\$4,460
0 - 19	\$2,650

The data clearly show that the higher the SAT score the higher the Average YTD Revenue Growth. The result is a statistically significant 0.49 correlation between higher SAT scores and higher revenue growth. The higher sales people out performed the lower sales people by a factor of nearly 37 to 1.



## Contact Information

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## Research Design

The studies were conducted at two very different organizations; a large, global financial services company with locations in 200 countries, and a leading provider of medical diagnostic services to physicians, hospitals, clinical laboratories and surgery centers across the U.S.

In both organizations, representative samples of sales employees completed the Sales Agility Test. The participants were separately categorized by managers as “A”, “B”, or “C” performers, based on 2009 and 2010 sales results and overall performance. Analyses were then conducted to identify the extent to which the Sales Agility Test differentiated between high and low performers.

## Results

The results in both organizations were compelling: Composite scores on the Sales Agility Test clearly differentiated high performers from low performers in both settings, with validity coefficients of .44 and .48 (these are extremely high compared to the validities usually reported in the selection literature).

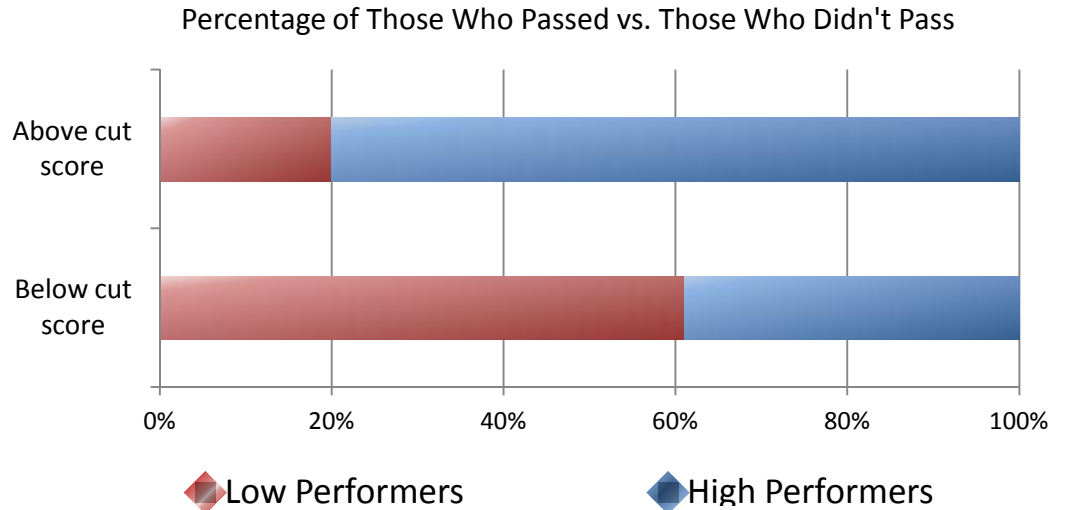
The sales success profiles for the two organizations differed slightly, as was expected considering their very different business models and sales environments. At the financial services company, sales effectiveness was best predicted by a composite of Persuasiveness, Energy, Achievement, Concern for Others, Emotional Awareness, and Cooperation. At the diagnostic services provider, sales effectiveness was best predicted by a composite of Persuasiveness, Energy, Achievement, Self-Confidence, Adaptability, Analytical Thinking and Diplomacy.

In both studies, a key finding was the important role of Accurate Self-Perception as a moderator variable. That is, although Accurate Self-Perception was not itself related to sales success, adjusting the respondents’ Sales Agility Test scores for response distortion (the degree to which they painted an overly positive picture of themselves), dramatically increased the Sales Agility Test composite score’s correlation with sales performance.

Both organizations can expect substantial improvement in the likelihood of selecting high-performing Sales Representatives by using the Sales Agility Test in their selection process. For example, see the graph below.



## Frequency Distributions for High and Low Groups on Predicted Sales Effectiveness



In this real world example, selecting only sales applicants with a predicted sales effectiveness score of 54 or better will produce an 80% likelihood that those selected will be high performers, with only a 20% probability that they will be low performers. By comparison, under the organization's current selection process only 35% of those hired turn out to be high performers. The expected business impact for the organization over time will be substantial.

The Sales Agility Test can be used for Assignment or Development as well as Selection. An example of using the Sales Agility Test for Assignment is an organization that categorized its existing sales force into "Hunters" (salespeople with a Dynamic, enthusiastic, high-energy style, good at finding and landing new clients) and "Account Executives" (salespeople with a highly Interpersonal style, good at building and maintaining client relationships).

### Sales Agility Test

The Sales Agility Test is an Internet-based assessment tool that takes about 20 minutes to complete. It is available in English, Spanish, French, Brazilian Portuguese, Chinese, Vietnamese or Thai, and is competitively priced.

Organizations that use the Sales Agility Test have us create a customized success model based on their own sales force, as we did for the two companies described above. Having your own, unique success profile will maximize the positive impact that the Sales Agility Test can have on your sales and retention of your high performing sales producers.