



Sales Agility Test - 2 Year Outcomes

Increased Sales and Decreased Turnover!

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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.
- Use of the Sales Agility Test results in significantly higher sales and reduced turnover.
- 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.

First Year Results: A company that runs retail stores has been using the Sales Agility Test (SAT) to guide their hiring of store based sales associates. Over the course of 2012 they tracked the monthly sales of sales associates and compared those figures to the sales associate'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 Year Results: There were two important outcomes from the second year. First, as the chart below indicates, the scores on the SAT continued to predict successful sales outcomes. Associates who were hired that scored higher on the company's unique SAT success formula significantly outperformed those who did not fit:

| SAT "Success Formula" | Average Monthly Sales |
|-----------------------|-----------------------|
| Fit | \$34,300 |
| Not a Fit | \$25,800 |
| Percentage Difference | 33% Higher Sales |

Second, as indicated below, use of the SAT in the hiring process has resulted in a significant reduction in turnover (35% reduction) and an increase in sales compared to the prior year when the SAT was not used as part of the selection process.

| Year | Average Monthly Sales | Voluntary Turnover |
|-------------------|-----------------------|--------------------|
| SAT Not Used | \$27,900 | 40% |
| First Year - SAT | \$33,000 | 31% |
| Second Year - SAT | \$34,300 | 26% |



SAT "Success Formula"

To compute the company's unique SAT success formula, 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 sales results and overall performance ratings. Analyses were then conducted to identify the extent to which the SAT differentiated between high and low performers.

Results

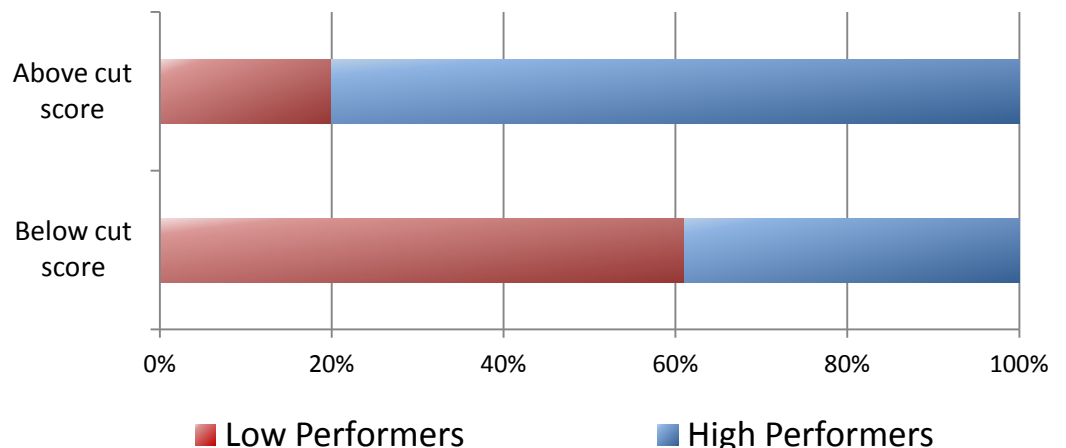
The results were compelling: Composite scores on the SAT clearly differentiated high performers from low performers with a validity coefficient of .44 (this is an extremely high compared to the validities usually reported in the selection literature).

In the study, 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' SAT scores for response distortion (the degree to which they painted an overly positive picture of themselves), dramatically increased the SAT composite score's correlation with sales performance.

A typical organization can expect substantial improvement in the likelihood of selecting high-performing Sales Representatives by using the SAT in their selection process. For example, see the graph below.

Frequency Distributions for High and Low Groups on Predicted Sales Effectiveness

Percentage of Those Who Passed vs. Those Who Didn't Pass



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.

Contact Information

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The Sales Agility Test results can be used for Assignment or Development as well as Selection. An example of using the SAT for Assignment is an organization that categorized its existing sales force into “Hunters” (sales associates with a Dynamic, enthusiastic, high-energy style, good at finding and landing new clients) and “Account Executives” (sales associates 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 Assessment Solutions have us create a customized success model based on their own sales force, as we did for the company 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.