Improving sales competency at Dell

The challenge
- Ensure a more comprehensive, consistent and ‘predictive’ approach to selecting talent
- Increase revenue and productivity
- Understand what ‘good’ looks like to ensure a successful transition from a hardware to a software company

The solution
To implement a standardised, validated assessment process in order to identify the right talent who will sell successfully under the new strategic direction.

The outcome
- 36% more revenue generated by individual high scorers compared to low scorers
- 50% improvement in predicting job success through validated assessment
- 42% more profit generated by individual high scorers compared to low scorers
- Enabling a more solutions-oriented sales approach in line with Dell’s overall transformation

- Professional development plans draw on assessment data from the selection process
- Improved candidate experience during the interview process
- Very positive feedback from hiring leaders
Business impact study for Dell: process outline

Step 1: Define pilot groups and performance metrics
- Metrics included in the business impact study:
  - Churn rate
  - Profit
  - Retention
  - Sales generated
  - Productivity
  - Manager ratings

Step 2: Trial the assessments
- Online personality questionnaires and selection of cognitive ability tests trialled with a group of incumbent commercial and services sales top performers.

Step 3: Evaluate the data to identify Dell success behaviours
- Identified Dell success behaviours:
  - Interacting with customers
  - Conscientiousness
  - Professionalism
  - Organisation
  - Drive for results

Step 4: Configure assessments
- Final assessment instruments configured specifically to the Dell roles, selection model and relevant business metrics – based on the results from the trial and data evaluation.

Ensure internal acceptance
- Assessment and report configured through trialling with an internal top 10% sample of Dell's commercial and services sales group.

Want to discuss how we can help you improve your sales force's effectiveness?
Please email: sales@cut-e.com – code: sales force effectiveness

About cut-e: Founded in 2002, cut-e (pronounced ‘cute’) provides online tests, questionnaires and gamified assessments. In May 2017, global professional services firm, Aon plc, acquired cut-e and integrated the company into its global talent solution. cut-e and Aon, as Aon’s Assessment Solutions, undertake 30 million assessments each year in 90 countries and 40 languages.