Determining applicants with the highest sales potential of mobile products and services

The Challenge

- Design a process to identify applicants most likely to be high performers.
- Increase the quality of sales performance in-store.
- Empower store managers to manage the recruitment themselves.
- Enable stores to share great candidates.
- Reduce employee churn and the need to hire on a continual basis.
- Digitise the recruitment process and integrate with an ATS.

6 key personality traits are associated with strong sales performance

- Low potential – reject but let down gently
- Average potential – call for an interview
- High potential – take immediate action

The Solution

- Conduct an initial business impact study to identify the characteristics of current high performers.
- Define the link between sales performance, personality and ability.
- Plan for later analysis to determine business impact.

The Outcome

- Learned the characteristics of in-store sales success.
- Created a data-based algorithm to predict sales potential of candidates.
- Designed visual classification of candidate potential for sales performance for use by the hiring manager.

About the company

- 60 stores
- 8,500 applicants each year
- 300 vacancies each year
Business impact study to identify what leads to strong sales performance

- Designed a company-specific Situational Judgement Test (SJT) based on real-world scenarios.
- Trialled the SJT with 90 high performers along with shapes personality questionnaire and tests of deductive and numerical reasoning.
- High performance defined by manager ratings and actual sales achieved.

4 key areas associated with strong sales performance:
- Driven by results and competition
- Overall assessment by manager
- Communication and understanding of needs
- Leadership potential

6 key personality traits associated with strong sales performance:
- Convincing
- Results oriented
- Imaginative
- Ambitious
- Competitive
- Does not need structure

Benefits realised

- A standardised process, used across all stores, with a company-specific candidate report and interview guide
- Sharing of strong candidates between stores
- More focussed and high quality interviews
- Time savings through reduced administration
- A digitised and streamlined process, integrating with its ATS
- A process that can be reviewed and evaluated

“Implementing the assessment approach developed with cut-e is likely to be the initiative that has the greatest impact on sales results in 2018.”

Talent acquisition manager

For more information, please contact:
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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.