

Exceeding Sales Expectations for a Medical Device Company.

A manufacturer and distributor of a consumer medical device desired to improve the sales production of a team of 45 sales representatives.

A sales success benchmark profile was developed from the existing sales team. Characteristics of the high producing sales people were distinguished from those of the average and lower producing staff. With this profile, unique to the client, the sales managers were able to coach the lower performing staff. Furthermore, candidates-for-hire were benchmarked for "fit" against this pattern, prior to being selected. The strength and capacity of the overall sales force was greatly improved, as evidenced by the sales numbers:

Original Performance (before Profiling):	\$80 K per month
6 months after Profiling:	\$1000 K per month

First year (after Profiling program):	Projected revenue:	\$7000 K	Year-end
	<i>Actual revenue:</i>	<i>\$10500 K</i>	<i>Year-end</i>
Second year (full year effect)	Projected revenue:	\$17000 K	Year-end
	<i>Actual revenue:</i>	<i>\$21500 K</i>	<i>Year-end</i>

The division group president and sales director are committed to the use of assessment profiles, specifically, The Profile XT for hiring, placement and coaching their employees. They directly credit the improved performance of the sales team to the on-going use of assessments in their employee staffing and development processes.