

THE CLIENT

A mid-size multinational manufacturer of sensory equipment with approximately 6,000 employees distributed across the globe

Quick View™ Sales

113.5%

Improvement in Won Opportunities score

38.9%

Improvement in New Opportunities score

Call today to talk to a consultant at (440) 337-4700

THE PROBLEM

Account Manager roles that were critical to success were difficult for the company to evaluate and they struggled to bring in people that would contribute to the positive culture they wanted to create. The company didn't know which behaviors predicted success and thus had difficulty making the best hiring decisions.

THE SOLUTION

The client engaged with PRADCO as hiring and selection experts to validate their Account Manager role and do a deep dive to understand success factors for employees in this position. Using the Quick View™ Sales assessment, PRADCO's experienced consultants leveraged their expertise to achieve this goal. By utilizing a rich data set including numerous performance metrics, PRADCO was able to successfully identify the most consistent predictors of performance for the position. Certain, specific behaviors measured on the Quick View™ Sales Assessment consistently showed up for those employees who booked more meetings, made more calls, and closed more deals. By using PRADCO's hiring guidelines, performance was able to be significantly improved across numerous dimensions.

KEY TAKEAWAYS

- PRADCO's Quick View™ Sales Assessment effectively identifies predictors of multiple sales KPIs
- Companies that use the Quick View™ Sales Assessment can hire individuals that perform well and fit the culture of the organization
- PRADCO's Quick View™ Sales Assessment can help organizations understand key behaviors that may be difficult to identify through traditional selection processes

	Overall Assessment Score > 60	Overall Assessment Score < 60	Percentage Improved
New Opportunities	920	663	+38.9%
Won Opportunities	205	90	+113.5%
Customer Interactions	820	760	+6.6%
Overall Manager Rating	3.92	2.87	+36.6%