



High Scores Yields Significant Revenue Upside: A Sales Success Story

Client: National Sales Company

Client's goal: Increase quality of new-hire sales representatives

Client's result: Sales assessment accurately predicted sales performance of new-hire sales representatives

AlignMark's Role: Implement assessment, recruiting tracking system, and email campaigns to stay in contact with candidates

Additional Comments:

- New hires scoring “High” on the assessment average 273% more sales revenue than applicants scoring Low on the assessment
- Had only applicants who scored High on the assessment been hired, the organization would have recognized \$991K added revenue. (All hiring managers did not accord assessment results the same weight in the hiring process)
- Applicants’ prior sales experience did not predict sales revenue of the new hires