



Improved Sales Performance: A Staffing Success Story

Client: National Shipping Company

Client's goal: Staff newly created National Account Manager positions from incumbent sales population

Client's result: Year one quota results of high performers on sales assessment was 34% greater than that of low performers

AlignMark's Role: Redesign recruitment and hiring process to incorporate objective assessment of applicants' sales skills and work orientation factors

Additional Comments: Average annual sales of high performers were \$100,994 greater than low performers