



Improved Sales Performance: A Recruitment & Hiring Success Story

Client: National consumer sales company

Client's goal: Improve performance of new-hire sales representatives

Client's result:

- ⇒ 19% increase in 12 month retention rate
- ⇒ Reps closed 26%+ more sales transactions (*For those applicants scoring High and Acceptable on the sales skill assessment vs. those scoring Low.*)

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

Additional Comments: Applicants' prior sales experience was not predictive of turnover or sales results