



Increased Sales & Decreased Turnover: A Recruitment & Hiring Success Story

Client: Business to Consumer Sales Company

Client's goal: Improve sales performance and decrease turnover of new-hire commissioned sales representatives engaged in negotiated sales price transactions

Client's result:

- ⇒ 180-day retention rate for High Performers on sales assessment was 72% greater than that of Low Performers
- ⇒ Average monthly sales transactions of High Performers were 60% greater than that of Low Performers

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

Additional Comments: Average gross profit margin profit per transaction of High Performers was 80% greater than Low Performers