



# Increased Sales : A Hiring Success Story

**Client:** Retail Banking Company

**Client's goal:** Improve sales performance of Financial Specialists

**Client's result:** Twelve-month sales results for high performers on sales assessment was 37% greater than that of low performers

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

**Additional Comments:** Average annual sales of High Performers were \$99,000 greater than Low Performers.