



Increase Sales Production: A Recruitment & Hiring Success Story

Client: Large retail banking institution

Client's goal: Increase sales results of investment banking sales representatives

Client's result: Sales results of new hires significantly surpassed their predecessors:

- ⇒ 33% greater loan volume
- ⇒ 32% greater investment revenue
- ⇒ 18% greater bank revenue

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

Additional Comments:

- ⇒ Loan volume was \$108,395 greater per representative
- ⇒ Investment revenue was \$5,096 greater per representative
- ⇒ Bank revenue was \$26,538 greater per representative