



Reduced Turnover in Sales: A Hiring Success Story

Client: Large Private Consumer Bank

Client's goal: Reduce turnover of new hire front-line sales professionals

Client's result: In a 12 month turnover study, assessment tool identified low/risk/good fit candidates with 83% accuracy

AlignMark's Role: Redesign hiring process to incorporate objective assessment of applicants' work preference and values

Additional Comments: In addition to dramatically impacting 12 month retention, six month turnover dropped from a previous rate of 38% to a rate of 16%