

Predictive Index® Case Study

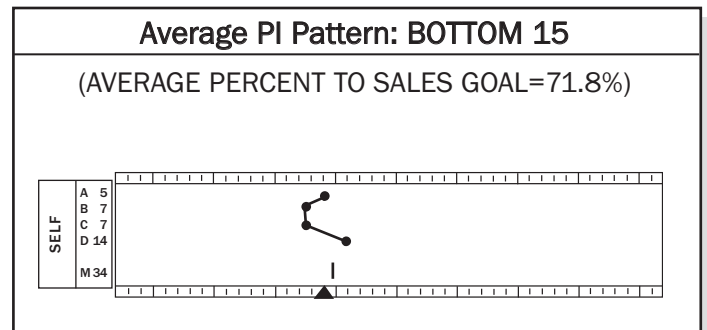
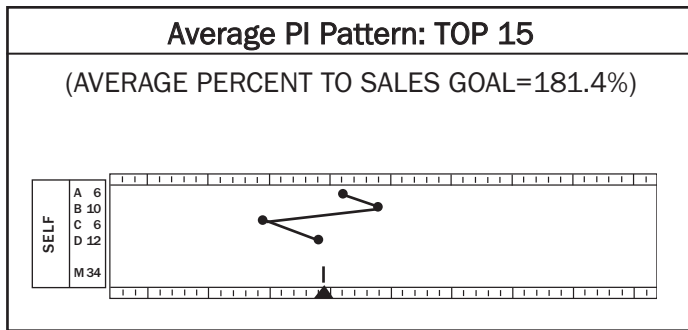
Validity Study / Quantitative Results

Industry: Information Services

Position: Inside Sales Representative

Results

Top-performing inside sales representatives outperformed the bottom performers by over two times relative to their annual sales goals.



CRITERIA: This statistical analysis is based upon a PI Worldwide® validity study conducted with 67 inside sales representatives. PI Worldwide validity studies are designed to determine the statistical connections between Predictive Index profiles and superior job performance. The data for this study was collected over a nine-month period from January to September, 2009.

Industry

The client company is a Fortune 500 information services organization which provides news, information, analysis and data services to a wide variety of industries around the world.

Position

An inside sales representative sells the company's products and accompanying services, typically through outbound calling, with the goal of meeting annual revenue targets.

Analysis

Statistical testing indicated that top-performing inside sales representatives for this company had significantly Higher B Factors (EXTRAVERSION), Lower C Factors (PATIENCE) and Lower D Factors (FORMALITY) than did the bottom performers. Top-performers also tended to have wider Factor B>A, Factor B>C and Factor B>D spreads than did the bottom performers.

The relevance of the Higher B of top-performers enables them to be more skillful at the emotional elements of the sales process, by connecting with prospects and current clients on a social and interpersonal (as opposed to technical) basis, uncovering their needs at a meaningful level, and using persuasion, not pressure, to finalize the sale. They are stimulating and motivating communicators, poised, and project a sense of warmth, caring, confidence and enthusiasm. Within a sales context, they are adept at navigating the "politics" of an organization, building a social network quickly and identifying the key players and decision-makers who will influence a sale.

The Lower C of top-performers gives them a strong sense of urgency, initiative and a competitive drive to get things done. When paired with the Higher B, they channel this urgency and intensity into working with and through others to accomplish their goals. The Lower D of top-performing inside sales representatives lends their behavior somewhat more flexibility and adaptability, with more comfort "thinking on their feet" as opposed to having a detailed plan to follow.