Determining applicants with the
highest sales potential
of mobile products and services

The Challenge

➔ Design a process to identify applicants most likely to be high performers.

➔ Increase the quality of sales performance in-store.

➔ Empower store managers to manage the recruitment themselves.

➔ Enable stores to share great candidates.

➔ Reduce employee churn and the need to hire on a continual basis.

➔ Digitise the recruitment process and integrate with an ATS.

6 key
personality traits are associated with strong
sales performance

The Outcome

➔ Learned the characteristics of in-store sales success.

➔ Created a data-based algorithm to predict sales potential of candidates.

➔ Designed visual classification of candidate potential for sales performance for use by the hiring manager.

Low potential
– reject but let down gently

Average potential
– call for an interview

High potential
– take immediate action

The Solution

➔ Conduct an initial business impact study to identify the characteristics of current high performers.

➔ Define the link between sales performance, personality and ability.

➔ Plan for later analysis to determine business impact.

About the company

➔ **60** stores

➔ **8,500** applicants each year

➔ **300** vacancies each year

Business impact study to identify what leads to strong sales performance

➔ Designed a company-specific Situational Judgement Test (SJT) based on real-world scenarios.

➔ Trialled the SJT with 90 high performers along with *shapes* personality questionnaire and tests of deductive and numerical reasoning.

➔ High performance defined by manager ratings and actual sales achieved.

4 key areas associated with strong sales performance:

➔ Driven by results and competition

➔ Overall assessment by manager

➔ Communication and understanding of needs

➔ Leadership potential

6 key personality traits associated with strong sales performance:

➔ Convincing

➔ Results oriented

➔ Imaginative

➔ Ambitious

➔ Competitive

➔ Does not need structure

Benefits realised

A standardised process, used across all stores, with a company-specific candidate report and interview guide

Sharing of strong candidates between stores

More focussed and high quality interviews

Time savings through reduced administration

A digitised and streamlined process, integrating with its ATS

A process that can be reviewed and evaluated

"Implementing the assessment approach developed with cut-e is likely to be the initiative that has the greatest impact on sales results in 2018."

Talent acquisition manager

For more information, please contact:
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About cut-e: Founded in 2002, cut-e (pronounced 'cute') provides online tests, questionnaires and gamified assessments. In May 2017, global professional services firm, Aon plc, acquired cut-e and integrated the company into its global talent solution. cut-e and Aon, as Aon's Assessment Solutions, undertake 30 million assessments each year in 90 countries and 40 languages.

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