



# High Performance Sales Selection with IBM Kenexa Predictive Assessments

What if you could confidently hire candidates who were like your top performers?

How much time and money would you save in making the right hiring decision?

How much increased revenue would you make with improved performance?



IBM understands what great sales success looks like and the impact it has to the bottom line!

Use the IBM Kenexa Sales Selector today to help you hire candidates like your top performers and increase sales revenue for your business.



The IBM predictive assessment measures multiple job-related qualities, this includes a combination of traits, ability and behaviours that are predictive drivers critical of top sales performance:

1 Authority

2 Detail Orientation

3 Energy

4 Initiative

5 Persistence

6 Numerical Reasoning

7 Situational Judgement



Off the shelf



Takes up to 45 minutes to complete



Mobile enabled assessment



Available in multiple languages



Reports include; one overall score, detailed response report, development points and follow interview questions

## Evidence it works:

Assessment scores and performance metrics were captured from 949 Sales Associates across four organizations. Compared to those scoring below average on the assessment, those who scored above average:

Earned **59%** more sales each month on average

Were **18%** more likely to reach sales goals

Were rated as performing **24%** better by supervisors

Sales representatives from a Fortune 100 company who were rated "recommended for hire" based on their results from IBM's Sales assessment **averaged 3X the annual revenue** of those who were not recommended for hire on the behavioral analysis.

Employees recommended for hire **averaged \$2,700,000 in annual sales.**

Employees who scored in the average range on the assessment **averaged \$1,200,000 in annual sales.**

Employees who were not recommended for hire **averaged \$900,000 in annual sales.**



### Benefits

- Sift out unsuitable candidates efficiently
- Improve business performance and increase sales revenue
- Provide a realistic preview of a sales role and its responsibilities
- Reduce time & costs
- Identify and retain top sales talent with insightful reports
- Legally defensible