

CASE STUDY: Improving Sales Performance



THE CHALLENGE

To remain competitive, a large authorized retailer of consumer telecommunications services, with nearly 200 locations within the United States, needed a better way to predict and improve the performance of their Retail Sales Associates (RSAs). Specifically, they sought to enhance Profit Per Hour and Tenure, ensuring that new hires would be both high-performing and long-lasting employees.

THE SOLUTION

The client adopted HR Avatar's sales-focused personality assessment, measuring traits such as Adaptability, Competitive Spirit, Drive, Empathy, Integrity, Sales Mindset, and Teamwork. After a 12-month data collection period, HR Avatar conducted a validation study to assess the predictive accuracy of these traits.

KEY FINDINGS

- **Increased Profitability (Figure 1)**

RSAs with high Integrity scores generated **28% more Profit Per Hour**.

- **Higher Retention (Figure 2)**

RSAs with high Competitive Spirit scores were **33% more likely to stay for 300+ days**.

- **Optimized Hiring Decisions (Figure 3 & 4)**

Refining assessment criteria is projected to yield **46% more Profit Per Hour and double retention rates** for top scorers.

IMPACT

- **Data-driven hiring improved financial outcomes and retention.**
- High-scoring candidates demonstrated superior long-term performance.
- Ongoing validation ensures continuous hiring process improvements.

RESULTS

Integrity vs Profit Per Hour (Months 3 & 4)



Figure 1

Competitive Spirit vs 300-Day Tenure

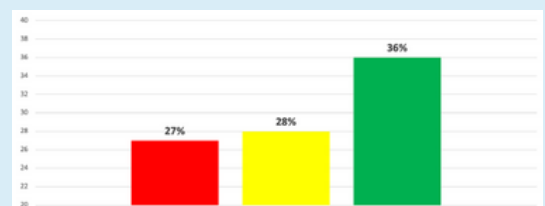


Figure 2

Optimizing Prediction of Profit Per Hour

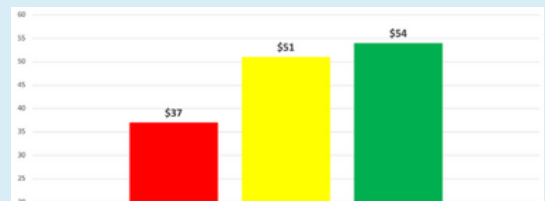


Figure 3

Optimizing Prediction of 300-Day Tenure

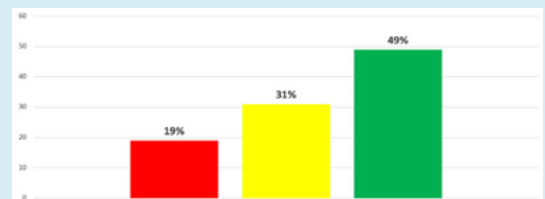


Figure 4