

Brainbench Sales Audit

The Brainbench Sales Audit helps sales managers understand how existing and prospective sales reps fit the essential aspects of the job. The audit uses scientifically-developed employment assessments to benchmark the existing sales staff and recommends specific selection criteria for hiring consistent performers.

The key benefits are:

- Higher annual sales production per rep.
- Lower turnover among successful reps

All four phases of the Sales Audit are managed by an experienced team leader and supported by organizational, psychological, and process experts to ensure that the recommended selection approach is optimized for your situation and business goals.

Brainbench's advanced assessment products and services make it easy for you to predict employee success by identifying the best match to the essential aspects of the job.

Phase 1: Situation Assessment

The Situation Assessment is an orderly process for identifying the factors, issues and considerations that contribute to the sales selection criteria. They are outlined below:

Business Needs Assessment

The business needs assessment is an interview process with key management and stakeholders to discover the business considerations that must be addressed by a successful sales selection program. The objective is to identify the performance criteria that will determine success. Experience has shown that these considerations and objectives are critical for determining the optimal approach and predicting the return on investment.

Job Analysis

A Job Analysis identifies the knowledge, skills, abilities and other personal attributes (KSAPs) and their relative importance to performing tasks that contribute to sales performance. Typically led by an organizational psychologist, the Job Analysis is facilitated by a consultant who is familiar with your business. Typical activities include review of existing job documentation, surveying subject matter experts, interviewing managers and verification through surveys. Results are documented in a Job Analysis Report.



The Job Analysis Report includes an Assessment Matrix that defines the relationship between job requirements and recommended selection assessments. The report is a critical component to supporting the legal defensibility of the recommended selection solution.

Hiring Process Review

A consultant will review the current hiring process to identify opportunities for improvement and key points in the process where the potential selection assessments are typically most effective. Often this process includes strategies for increasing applicant flow in parallel with implementation of assessments that can efficiently identify the high potential candidates.



Selection Success

Brainbench will then develop and document the Selection Matrix. After considering the customers' business needs, the Assessment Matrix from the Job Analysis, and the hiring process, Brainbench will develop a recommended list of selection instruments and their use within the hiring process that will maximize the overall business impact.

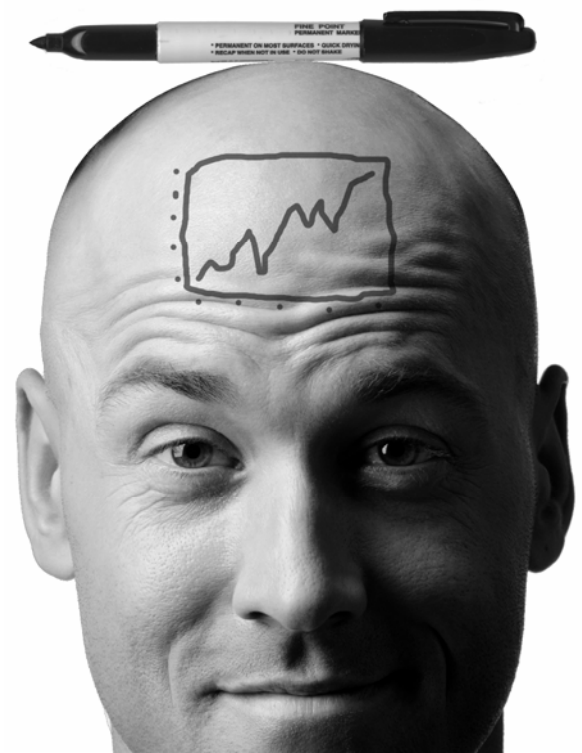
Phase 2: Sales Team Benchmark

Brainbench will use the recommended assessment to benchmark your existing staff. This will take your staff about an hour and can be done over the internet.

The customer will then provide individual performance data to Benchmark for your sales staff. Brainbench will conduct an analysis to determine the correlation between the many assessment outputs and job success. Brainbench will report the findings. All individual assessment and performance data will be kept confidential.

A comparison of assessment results to criteria established in the job analysis will also be conducted. This may identify important training or developmental needs for existing staff.

Brainbench will then calibrate the assessment so that it can be used with all new job candidates to compare them to the attributes that *most differentiate* your consistent performers. The resulting job-fit selection instrument will produce a single score – a percent match. Using this instrument will help you select more people who will perform like your consistent performers.



Phase 3: Implementation

Brainbench will implement and configure the selection solution. The process is simple and easy using Brainbench's online pre-employment testing system.

Brainbench will train the sales recruiters or others that will administer assessments or administer your selection system. We'll also help you identify a communications plan that you can use to educate and inform your team of your new selection approach.

Phase 4: Production

Once implemented, Brainbench's customer support team will help you to ensure that you are getting the maximum benefit from your investment in Brainbench. Telephonic support is available during normal business hours (GMT-5) and email support (24 hour response.)

Brainbench works with customers to maintain the validity of their selection approach by helping measure performance against established criteria and evaluating the correlation between performance and assessment results. This also helps the customer evaluate actual versus targeted return on investment. It is a good idea to revisit your selection criteria periodically to fine tune the assessment so that you continuously improve the quality of your hires and ultimately the organization's sales production level. Three semi-annual follow-up reviews are included in the offering to review sales performance against assessment results to adjust selection criteria accordingly.

**Managers accurately
select top performers only
15% of the time.**

**Objective selection
assessments improve your
accuracy to about 75%.**



Schedule

The entire process, not including semi-annual follow-up reviews, takes about 3 weeks.

Task	Duration
Kickoff with Sr. Client Project Champion: Review approach and obtain documentation.	1 hour
Brainbench reviews documents and schedules interviews.	1 week
Interviews:	
Interview Sr. Manager and up to 2 subordinate managers.	1 Hour ea.
Interview up to 10 performers: 5 top performers, 5 poor to below average performers (performance is confidential)	1 Hour ea. 1 week
Conduct benchmark testing. Configure and administer assessment (Begins after all interviews.)	Takes 1 hour. Allow 2 days.
Analyze benchmark. Develop differentiated job-fit profile. Calibrate assessment.	1 week
Report findings.	1-2 Hours
Train recruiters/sales managers on selection tool (webinar)	2 Hours
Conduct three semi-annual follow-up reviews. Evaluates assessment results vs. sales performance and adjust selection criteria.	2 days ea

Price:

\$9,500 + \$100 per salesperson. (Assumes no travel.)

If you continue to use your tailored assessment to select new candidates, the price per candidate will be about \$50 - \$100 depending on the final assessment configuration and expected quantities.

Why Brainbench?

- The proven process helps you quickly get an objective picture of your sales staff and a report you can act on.
- Your selection tool will be tuned to your organization within 3 weeks so that you can use it to predict which candidates will make better sales performers.
- Brainbench is ISO9001:2000 certified for building and delivering valid, reliable assessments which means you can count on the assessments to be accurate and legally appropriate.

To learn more...

Contact Us:

www.brainbench.com
sales@brainbench.com

703-674-3500

Or contact your local
authorized Brainbench
reseller.

Sample: Sales Job Fit Profile:

Pre-hire Personality Profile Report

Candidate: Bob Doe
 Company: Your Company, Inc.
 Job Profile: Professional Salesperson
 Date Completed: March 21, 2005

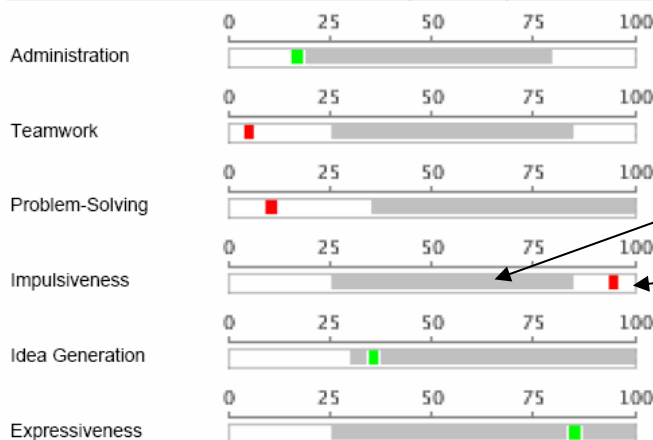
Overall Percent Match to Job: 57%

The Typical Professional Salesperson job profile has a small number of specific motivational factors. In general, people in generic positions are expected to be good corporate citizens, make a few positive suggestions, solve problems appropriate to the job, give work a high priority and get along well with other employees.



Pursue

Job Fit Dimensions (Match 50%)

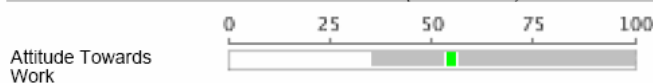


Acceptable Range

Candidate's Score

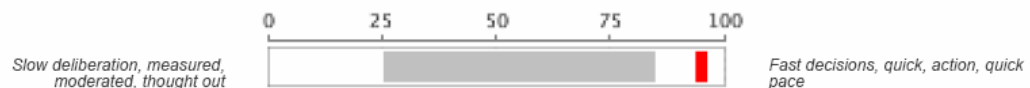
Drill into trouble areas

Attitude Dimensions (Match 100%)



Self-Centeredness Score: 95

Impulsiveness is a measure of how fast Bob Doe likes to make decisions. Jobs that require fast decisions and quick actions require people who enjoy that type of environment. Too much impulsiveness, however, can lead to the "ready, fire, aim" syndrome. This can lead to knee-jerk reactions that get them into trouble because they did not think through the consequences of their actions. A sample question is: Getting a job done is more important than how it is done.



Bob Doe's score is above the expected range for impulsiveness for the Typical Professional Salesperson position. Bob Doe's high score indicates an interest in making fast decisions and quick response. Bob Doe may break rules or get short tempered with workers that he or she feels are not moving quickly enough. This could either be desirable or lead to problematic "ready, fire, aim" reactions depending on the specific job situation. High scores could also lead to being rude and pushy, acting selfishly and being quick to call in sick even when not being ill.