Criteria
Case Study

INDUSTRY
Advertising

OBJECTIVE
Drive More Sales

SOLUTION
SalesAP
Sales Achievement Predictor

RESULTS
Higher Sales Revenue
The SalesAP drove higher sales revenue by identifying the traits that were most correlated with sales success

Advertising Firm Predicts Success for Inside Sales with the SalesAP

Challenge

A provider of internet-based advertising services wanted to increase its hiring success rate for its 75-person inside sales staff. The company also sought to determine which psychological traits were most highly correlated with success in the inside sales position.
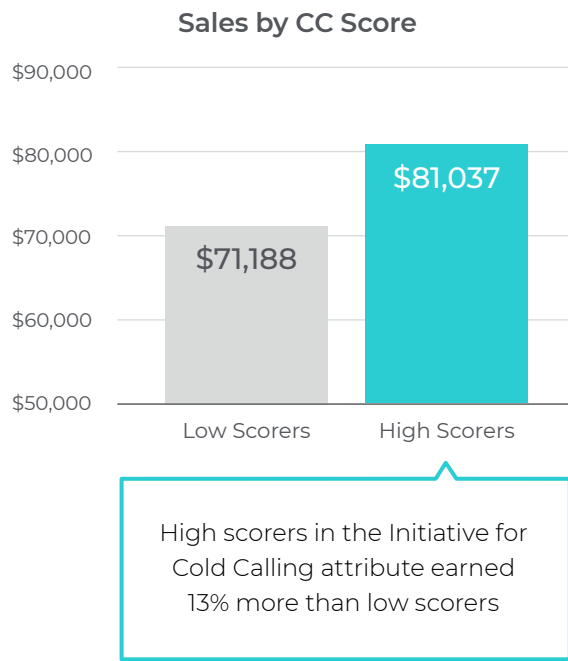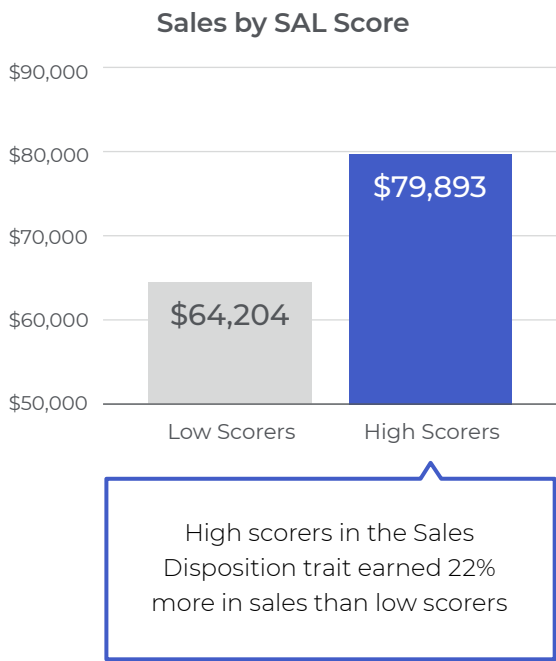
Solution

The company administered the Sales Achievement Predictor (SalesAP) to 58 of its existing salespeople, and Criteria performed a study that looked at the relationship between test scores and job performance. The metric used to measure job performance was sales volume data provided by the company's management. The study measured the predictive validity of the overall SalesAP score for the company's inside sales position, but also the correlation between individual personality traits and sales volume.

Results

Overall test scores (i.e. whether candidates received a "Highly Recommended," "Recommended," or "Not Recommended" score) exhibited a significant correlation with overall sales volume achieved. The correlation between the two variables was .18. The study showed, however, that two of the three "Sales Success" traits measured by the SalesAP proved to be an even stronger predictor of performance than was the Overall Recommendation. The strongest correlation was between Sales Disposition (SAL) and sales volume; the correlation coefficient was .28. This high predictive validity of the Sales Disposition score was reflected in the fact that the 39 people who scored 90 or above in SAL sold on average $15,689 more than the 19 individuals who scored less than 90.

The second sales success score, Initiative for Cold Calling (CC) also showed a significant correlation, .21. This was reflected in the fact that the 21 individuals who scored 90 or better on CC achieved an average of $9,849 higher sales volume than did the 37 individuals who scored less than 90.

Sales by SAL Score

Low Scorers	$64,204
High Scorers	$79,893

High scorers in the Sales Disposition trait earned 22% more in sales than low scorers

Sales by CC Score

Low Scorers	$71,188
High Scorers	$81,037

High scorers in the Initiative for Cold Calling attribute earned 13% more than low scorers

The table below shows all the correlations between various SalesAP traits and job performance at the company. Correlation coefficients are a measure of the strength of the relationship between two variables and can range from -1.0 (perfect inverse correlation) to +1.0 (perfect positive correlation).

SalesAP Scale

Supervisor Rating	Sales Success				Motivation and Achievement			Work Strengths			
	SAL	CC	CLS	ACH	MOT	CMP	GO	PLN	INI	TMP	MGT
Sales Volume	.28	.21	.07	.14	.03	.24	.17	.08	.20	-.02	-.26

Supervisor Rating	Interpersonal Strengths				Inner Resources		
	AST	PDL	EXT	COP	RLX	PAT	SCN
Sales Volume	.26	.05	.11	-.15	.19	-.18	.12

n= 58

The predictive validity of the traits displayed in the table is similar to that found in other validity studies of the SalesAP, where certain traits (e.g. Competitiveness, Assertiveness) are strongly correlated with success in sales jobs, whereas others (e.g. Cooperativeness) can actually be inversely correlated with success in sales, because being too cooperative can be a liability in a sales setting.