Criteria
Case Study

INDUSTRY
Restaurant/ Lounge

OBJECTIVE
Improve Employee Performance

SOLUTION
SalesAP
Sales Achievement Predictor

RESULTS
Drove Better Job Performance
The SalesAP was highly correlated with job performance for the staff, leading to better overall team performance.

Restaurant/Lounge Chain Increases Sales with Criteria

Challenge

A restaurant/nightclub wanted to enhance its hiring process across its three locations in order to increase the percentage of high performing bartenders and wait staff it hired. The employer based its employee performance evaluations largely on the amount of sales each individual created, and wanted to instill a more sales-driven culture in its personnel.

Solution

The company used the Sales Achievement Predictor (SalesAP) to evaluate its bar and restaurant staff. Test scores on the SalesAP were then compared to job performance ratings provided by company management, who ranked each employee as either a high performer or a low performer.

Results

A very strong correlation (.46) was observed between overall test score and job performance. There were also moderate to strong correlations between certain sales-related personality traits (e.g. competitiveness, self-confidence, and initiative) and supervisory ratings. The table below displays the correlation between SalesAP traits and job performance:

Correlation between SalesAP traits and Job Performance

Overall	SAL	CC	CLS	ACH	MOT	CMP	GO	PLN	INI
.46	.20	.37	.15	.16	.20	.46	.19	.14	.45

| TMP	MGT	AST	PDL	EXT	COP	RLX	PAT	SCN
.00	.28	.09	.05	.17	-.01	.25	.09	.33

The predictive validity of the Sales Achievement Predictor for customer-facing positions at the company is further demonstrated by looking at the breakdown of test scores. Only 20% of those who received overall scores of "Not Recommended" were high performers, while every individual who scored "Highly Recommended" on the test was designated a high performer by management. The total sample size was 39 employees.

Performance Rating: Not Recommended

20%

80%

Performance Rating: Recommended or Better

21%

79%
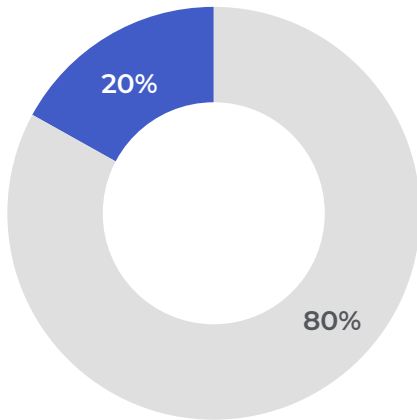
- ■ High Performers
- ■ Low Performers
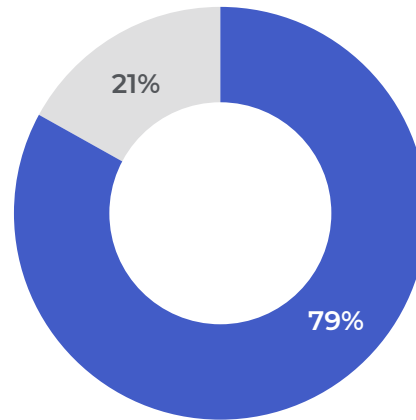
Those who scored "Recommended" or "Highly Recommended" on the SalesAP were significantly more likely to receive a high performance rating than those who scored "Not Recommended"