Case Study

Profiles Sales Indicator at a Midwest Staffing Agency

Background
A staffing organization located in the Midwest sought to enhance employee productivity. With this goal in mind, a study to examine the relationship between employee productivity in the form of sales totals during the first six months of 2006 and job match to the Profile Sales Indicator was conducted.

Participants
Thirteen of the organization's recruiters participated in the study. Using sales dollars, the company classified employees as either top performers (six) or bottom performers (seven). Average sales dollars generated by the six top performers during the first six months of 2006 was $107,011. Average sales dollars generated by the seven bottom performers during the first six months of 2006 was $40,977.

Job Match Pattern
Using the Profiles Sales Indicator, a Job Match Pattern was developed for a recruiter position using a concurrent study format. In January of 2006, a sample of current recruiters served as the basis to formulate the Job Match Pattern. The company now uses this pattern as the benchmark to predict recruiter performance based on Profiles Sales Indicator pattern match.

Performance Grouping
Based on the information gathered from the employer, we built a pattern that described the qualities of the existing top performers. The 13 recruiters were then matched to this pattern. After a review of the samples, an overall Job Match Percent of 79, or greater, best identified top performing employees. This was selected as the breakpoint to represent a good match to the Job Match Pattern.

This study has demonstrated that the pattern efficiently identifies top performers:

- Top Performers correctly identified as Top Performers by the pattern: 5 of 6
- Top Performers incorrectly identified as Bottom Performers by the pattern: 1 of 6
- Bottom Performers correctly identified as Bottom Performers by the pattern: 6 of 7
- Bottom Performers incorrectly identified as Top Performers by the pattern: 1 of 7

Of the 13 recruiters, six obtained a Job Match Percent of 79 percent or greater. Five of those six recruiters, or 83 percent, were top performers. Fourteen percent or one of the seven bottom performers achieved the same mark.

Details

1. Average sales dollars generated by those who matched the Job Match Pattern at 79 percent: $97,730.
2. Average sales dollars generated by those who did not match the Job Match Pattern at 79 percent: $48,932.14.

Summary

By utilizing the Profiles Sales Indicator to build a benchmark for hiring, this organization has been able to successfully identify 83 percent of the employees who achieve the percent match benchmark as top performers. For this company, the average difference in sales earnings between those that met or exceeded the 79 percent Job Match Pattern benchmark and those that did not was nearly $50,000 over the six month period of the study. This gain represents 99.7% more sales income for those above the benchmark set. By using the Profiles Sales Indicator, this company expects to better select employees that are likely to succeed, earning more now and in the future.