

National hospitality company deploys Berke to increase sales by 17% per month.



The Challenge

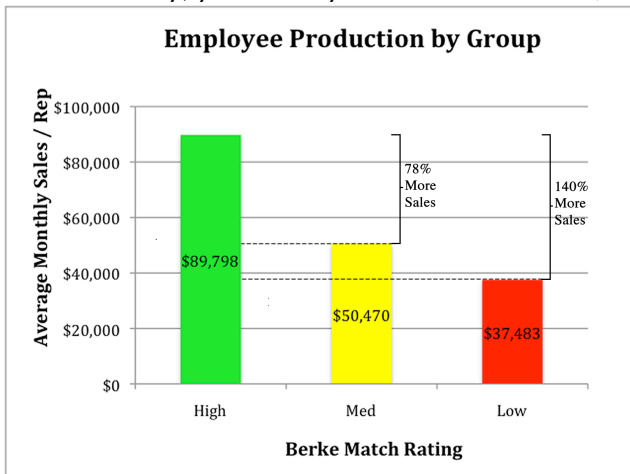
A large national hospitality company wanted to improve its hiring success for one of its most important positions: Sales Representative. The company's previous hiring efforts had produced mixed results, with a small group of Sales Reps achieving the majority of sales while the remainder of the team delivered mediocre or even unsatisfactory results. Management's goal was to identify a hiring model that would enable them to select sales candidates who could become high performers.

The Berke Solution

Berke worked with sales leaders to create a custom job profile to which all candidates would be compared. To create the job profile current Sales Representatives completed the Berke Assessment. Management also rated the performance of each employee in three key areas: Average Monthly Sales, Attendance, and Attitude. Analysis revealed that the company's highest performing Sales Reps fit a specific set of personality and cognitive targets.

Results

An analysis of 12 months of employee performance data for 25 Sales Reps showed that those with a High job match generated an average of 140% more revenue per month than those with a Low job match (\$89k vs. \$37k). Sales Reps with a High job match also averaged A on Attendance and A on Attitude, while the averages for both Attendance and Attitude of those who matched Medium or Low on Berke were successively lower. Additionally, year over year sales increased \$2.4 million, a 17% increase.



Bottom Line

Success in sales starts with great employees. After implementing Berke to score sales candidates, this hiring team is enabled to select people who sell more, have better attendance, and have a better overall attitude.