

A car manufacturer benchmarked organizations around the globe that delivered world-class service. In studying those companies, they found a common denominator – a focus on the selection of highly talented individuals and strategies in place to retain, promote and recognize that talent. They partnered with Talent Plus to use the Quality Selection Process<sup>®</sup> to create a series of benchmarks in order to select more people like their best people.

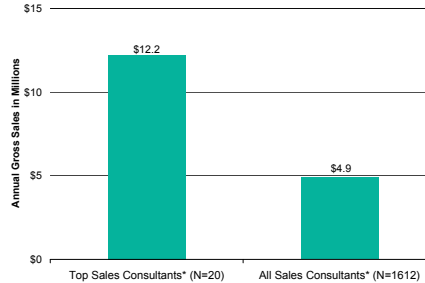
One of the challenges they face is an overall average rate of 66 percent turnover among their sales consultants. Hiring and retaining engaged, talented sales consultants is an effort to stem that turnover. Those studied through the Sales Consultant Talent Benchmark<sup>®</sup> deliver 2.5 times the results when compared to all sales consultants nationwide.\*

“People are at the heart of delivering a world-class ownership experience.”  
— Department manager, retail training education and development

\*Employed 12 months or longer

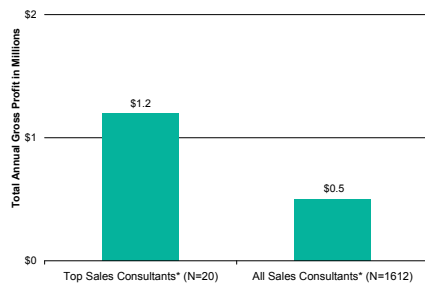
## IDENTIFIED SALES ANALYSIS

Top performers selected for a Sales Consultant Talent Benchmark study showed substantially higher sales over a one-year period. Top sales consultants sold nearly three times the number of vehicles during one year compared to all sales consultants.



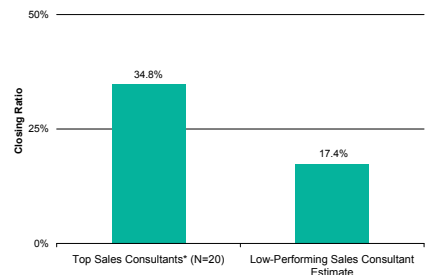
## GROSS PROFIT ANALYSIS

There is a 250 percent difference in the sales of a talented, engaged sales consultant over the average sales consultant for this client. Top sales consultants sell an average of 133 more vehicles per year than the average of all sales consultants.



## CLOSING RATIO ANALYSIS

According to studies by The Joe Verde Group, the closing ratio for top sales consultants is approximately double that of low performers. A top salesperson is able to convert 34.8 percent of these customers into buyers, while low performers are able to convert only 17.4 percent. Those identified by the Talent Benchmark are significantly more profitable, which makes a direct impact on each dealership's bottom line.



From this series of Talent Benchmarks, this auto manufacturer has developed a program around the concept of talent – knowing that talented individuals can impact current and future sales at both the sales and service levels within a dealership. They are combining the power in the science of selection with premier education and training. This client is working to develop its greatest competitive advantage – people – and to raise the bar of customer service, creating a highly engaged and talented sales and service work force.