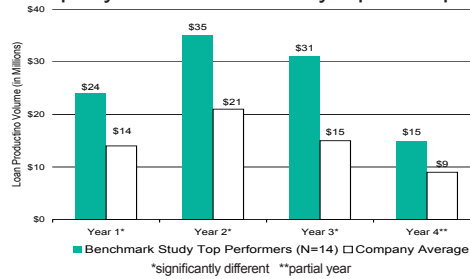


When considering the most effective strategy to source, identify and recruit the best sales associates, it's key to first identify components necessary for success in those positions and then to consider natural talent. Talent Plus believes natural talent is an ability not acquired through effort. A person with talent for a sales position receives intrinsic satisfaction when their talents are maximized. We find that this spontaneous sales behavior — or talent — can be cultivated to achieve near-perfect performance with record-setting results.

A Talent Benchmark<sup>®</sup> studies current performers to understand the talents that define excellence. This understanding is the foundation for future selection decisions.

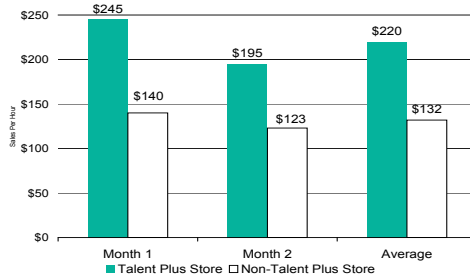
### TOP-PERFORMING LOAN OFFICERS

Top performers selected for a sales benchmark study reflected substantially higher production volume over a four-year period. The development of this company-specific Talent Benchmark allowed this company to make scientific decisions based upon their own company culture and identify top sales performers.



### SALES ASSOCIATES

A 67 percent difference in sales per hour between a store that selected retail sales associates utilizing Talent Plus' Quality Selection Process<sup>®</sup> (QSP<sup>®</sup>) and a store that did not was realized. Those selected using Talent Plus' QSP had significantly more sales per hour.



### SALES ASSOCIATES

There is a 120 percent difference in sales per square foot between a store selecting retail sales associates using Talent Plus' QSP and a store that did not. Juxtaposing identified top sales talent and sales talent that is not at the benchmarked level readily identifies the measurable difference – sales results.



People with a talent for sales cast correctly, invested in, and given an opportunity for growth create success for a company – many times doubling sales. The Talent Plus Sales Interview was developed through the study of talented, high-achieving sales associates. Benchmarking your best and the best that Talent Plus has studied creates a talent-based sales organization with measurable results. Selecting sales talent can go a long way toward improving the bottom line.