

The Big News:

There is a high level of consistency between being recommended on the Sales Talent Interview (STI) and being labeled a Superstar!

Other Key Findings:

- 83% of Superstars were also Recommended on the Sales Talent Interview.
- Recommended hires are 163% (2.5 times) more likely to be Superstars than Not Recommended hires!
- Many “Not Recommends” will struggle to perform well. In fact, 68% of Strugglers were labeled as Not Recommended on the Sales Talent Interview.

The Study:

In March 2014, we concluded an extensive 4-year study on the performance of the Sales Talent Interview. During that time we asked our newly on-boarded clients to identify any salespeople on their teams that meet the strict definitions for “Superstars,” “Top Performers,” and “Strugglers.” This method gave us a completely non-biased sample of 258 salespeople for our study.

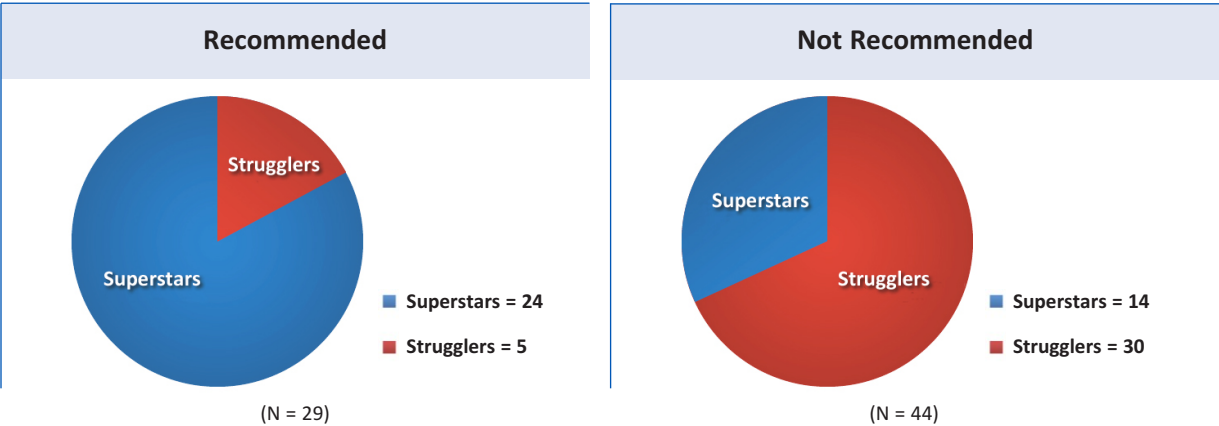
Then, using a Kaizen data collection process, the group was further filtered until we had a pure sample of 73 salespeople who were clearly Superstars and Strugglers. At this point we were able to compare their performance with their talent assessment.

Using the Recommended score cutoff of 42:

- 29 of the sellers in this study were Recommended
- 44 of the sellers in this study were Not Recommended

The Data:

- Of the 29 Recommended sellers, 24 or 82.8% of them were labeled a Superstar; the other 17.2% (5 of 29) Recommended hires were labeled a Struggler.
- Of the 44 Not Recommended sellers, 14 or 31.8% of them were labeled a Superstar; the other 68.2% (30 of 44) Not Recommended hires were labeled a Struggler.



* A "Superstar" was defined as: "Current top performer AND one of the 3-4 best salespeople ever worked with."
* A "Struggler" was defined as: "Struggling and most likely will not remain with the organization unless their performance improves substantially in the near future."