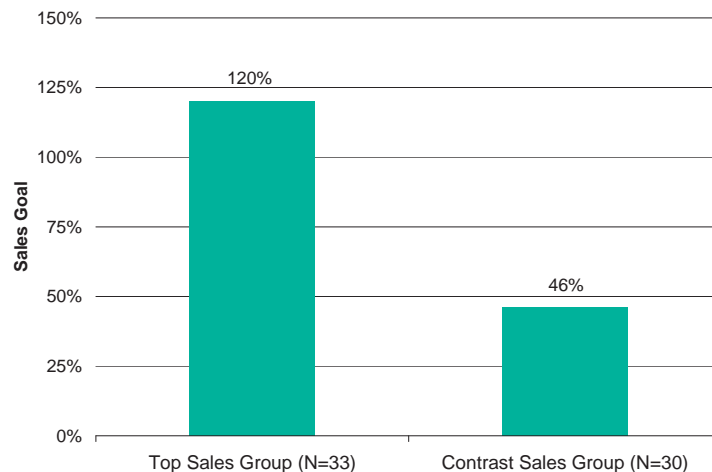


For one fiscal year, a hotel company ranked their salespeople according to the percentage of the goal attained. Comparing the top 25 percent (N=33) and the bottom 25 percent (N=30), there were considerable differences.

Given the fact that all subjects under study were selected using Talent Plus' Quality Selection Process® (QSP®) and demonstrated satisfactory performance in a sales position, the difference between the top and contrast sales groups is even more meaningful.

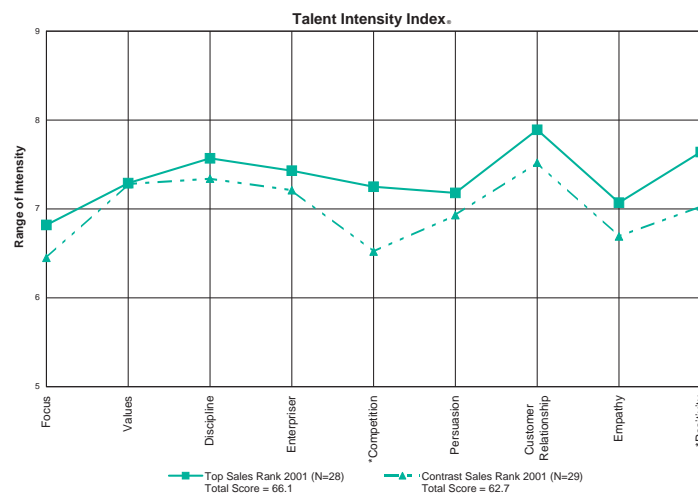
PERCENTAGE OF GOAL ACHIEVED

On average, the top sales group achieved 120 percent of their sales goals, while the contrast sales group achieved just 46 percent.



INTERVIEW SCORE

Comparing Sales Interview scores reveals that top sales group has consistently higher average scores than the contrast sales group. Statistically significant differences occur on the Competition and Positivity themes as well as the Total Score.



The Talent Plus QSP allows managers to quickly see which applicant demonstrates sales talent benchmarked against successful salespeople both within their own company (if they have their own Talent Benchmark®) and against Talent Plus' own sales benchmark. Both longtime and new clients readily see the difference it makes in selecting individuals with the talent to sell – not just based on experience, education or interest. The difference means direct impact to the bottom line – more than doubling the performance of those in the contrast sales group in the example above.