

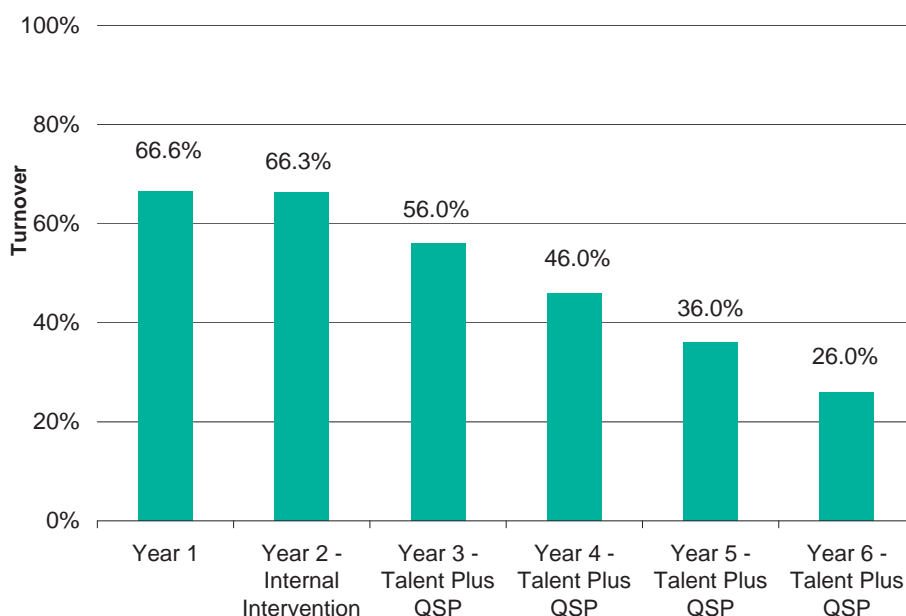
A retail client came to Talent Plus with a problem and ended up with a solution set that has dramatically changed its culture. This client had a simple request: decrease turnover. Today, that initial request has led to a strategic initiative and remains their competitive edge – hiring, training and managing with an eye on talent.

When Talent Plus began working with this client, they had the largest turnover within their holding company – 66.6 percent, with 10,000 employees. After spending a year focusing on the problem internally, turnover had only been reduced to 66.3 percent. Furthermore, a study found that while their employees loved the company's product, 76 percent of them did not like to sell.

While Talent Plus encourages starting at the top of an organization and working down, this company was in a hurry. They wanted to start with their front-line consultants and wished to see immediate change among those that sell to and service the customer. Within one year of utilizing the Talent Plus Quality Selection Process[®] (QSP[®]) for its front-line consultants with the Sales Interview, turnover was reduced to 56 percent. In that quest to reduce turnover, this client learned additional lessons about hiring talented employees: They sell more and they want to work for and with talent.

INCREASED SALES

While turnover decreased 11 percent, business increased by 8 percent. This client began to realize a 10 percent difference in sales between the top consultant and the average consultant. In four years, there were 65 percent more consultants selling \$200,000 or more per year, selling an average of \$185 each time they worked. Today, a \$500-per-day sales goal for each consultant is gone. Instead, sales goals are individualized and private, recognizing that talented individuals can sell 25 to 50 percent more than contrast performers.



TALENT BEGINS WITH TALENT

Talented individuals want to work with and for talented individuals. Initially, this client's talented employees were perceived by managers to be "threats" and difficult to manage. These talented sales employees didn't want to stock shelves or work in the back room, and they didn't want to chat with their peers or their manager – they wanted to sell. The culture was shifting. Five years later, 80 percent of all 10,000 consultants are a TalentFit[®] for their position and 40 percent are a TalentFit at the manager and coordinator level (2,440).

Today, everyone at this client company has gone through the QSP, whether new or a veteran, and there is a path for succession planning within their organization. They currently use six interviews – Sales, Supervisor, Profit Center Manager, Staff, Support and Executive In-Depth – and are now employing team mapping as a way to invest in teams and leverage everyone's strengths and differences within a team.