Shadowmatch®

INCREASING AVERAGE INDIVIDUAL

SALES PERFORMANCE BY 40% THROUGH

INTRODUCTION OF SHADOWMATCH

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By Catherine Young

"We were faced with a sales team who were performing at an average level at best. When confronted with a new, out of the ordinary sales pipeline, we realized this conundrum would result in us being unable to reach our targets, with a direct impact on business growth, capital budget allocations and staff recognition and rewards. Shadowmatch was introduced into the business to assist with recruitment of new employees as well as understanding where current sales consultants would be best suited. Shadowmatch had a major impact on the sales consultants performance, once introduced into the business.
- Director

- Global Technology Company

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Increasing average individual sales performance by 40% through introduction of Shadowmatch

The introduction of Shadowmatch into this business as a recruitment and career management tool has contributed to an increase in morale amongst the sales consultants, and greatly assisted in placing employees in the right positions. It further facilitated sales targets to be met, contributing to the overall financial results in the last financial year.

Customer Background:

The sales team of this Global Technology business was in place for almost three years, with some sales consultants performing on average, whilst most achieved below average sales results. Some of the sales consultants performed poorly, whilst some of them were unhappy in their positions. With an unprecedented sales pipeline introduced into the business, a real dilemma ensued, as the sales team was not adequately equipped to perform at the levels required. As is the case with most businesses, the role of the sales team is imperative in ensuring the success of the business in future, and the business wanted to look at how they could improve the quality of the sales consultants, as well as redeploy those consultants who were not well suited in their existing roles. Various instruments were evaluated to identify whether these gaps could be filled.

Challenges
Increase current sales capacity with the right profile of new sales consultants to address robust sales pipeline requirements.

- Redeploy sales consultants who are not performing in the role to other positions within the business best suited to them.
- Improve staff morale by establishing a world-class, congruent sales-force.

Solution
Create a benchmark of top performers to use for recruitment of sales consultants.

- Use a behaviour based instrument that allows recruiting and re-positioning of employees by comparisons to the benchmark.
- Multi-match employees across various positions within the business, to find the right positions for the right employees.

Results
- Sales averages increased by 40% per sales consultant.
- Absenteeism drastically reduced.
- Staff morale improved.
- Team cohesion improved.
- Created a highly energized, highly successful sales environment.

Customer Background
A global technology business focusing on e-commerce, servicing a range of large clients worldwide.

Shadowmatch®

Why Shadowmatch?

This e-Commerce Global Technology business had to find a way to address the issue of placing the right people in the right positions, as compared to top performers in the business. They also wanted to ensure all employees were in positions best suited to them. They reviewed various instruments, and found Shadowmatch to be the best solution, as it determines the behaviours displayed by the top performers to set a benchmark, and then provide the ability to match employees against the benchmark. This solution was further selected due to the multi-matching facility, where employees could be matched across various benchmarks within the business to determine where they are best suited. This functionality greatly assisted with determining which sales consultants needed to remain in the sales team, and which consultants were best suited in alternative positions.

Shadowmatch's Contribution

"Shadowmatch made a real difference to the performance of the sales team, as well as the morale in the team. It provided us with the ability to recruit the right people into the right jobs. Of the original sales team, we were able to move 66.7% of the employees into different positions, where they now thrive in the new working environments. We were also able to replace these employees, as well as recruit a further number of workers, that almost tripled the number of sales consultants in the business, due to the large sales pipeline. Sales averages per sales consultant increased by over 40%, whilst absenteeism reduced significantly and staff morale increased. During a crunch period of having to find resources to fill the vacancies, we took a chance of employing two sales consultants who were not recommended for the position in question, but we took the risk, due to operational pressures. Both these sales consultants did not perform at the same level as the rest of the team, and left the business within six months. Shadowmatch was once again spot on with regards to recommending who should be placed in the specific position in question, versus who is not suited for the position. We would not have been able to reach our sales targets to the level we did, if we did not have the support of Shadowmatch guiding our recruitment and placement decisions."

Author: Catherine Young