

## THE CLIENT CHALLENGE

A leading consumer products company was experiencing a tremendous amount of sales turnover. With over 1,000 sales employees across the United States, processes and systems were not always consistent across the board, particularly in the interviewing and selection process. Hiring managers were either employing people onsite without evaluating whether they had the skill set to perform well in the job or using standard assessment tools to evaluate whether candidates would succeed.

Both approaches—hiring on the spot, and hiring based on the results of assessments—yielded less than favorable results. The company was onboarding approximately 25 salespeople for each new recruiting class, spending four-to-six weeks training them, and then losing 90 percent of those trained within the first three months.



## THE MRINETWORK SOLUTION

With the assistance of **MRINetwork** search consultants experienced in finding and placing sales professionals, the client identified groups of high, medium, and low-level performers based on their sales numbers.

This process established benchmarks for success which were then utilized to identify future candidates and to determine their fit with the organization. Drawing upon their knowledge of and experience in the consumer products arena, **MRINetwork** recruiters were able to attract solid performers to the company and place them in the sales positions best suited to their talents.

## WHAT WAS ACHIEVED

- » Created a process for top grading.
- » Established benchmarks for success.
- » Attracted the best talent to the right positions.
- » Client saw a 67% increase in employee retention.
- » Added \$32M to bottom line.

## BOTTOM LINE RESULT

The first group of new hires brought in with the help of Management Recruiters of ABC consisted of 13 people; one year later, 10 were still on the job and performing at a high level.

The second group consisted of 24 new hires, one year later, 23 were still on the job performing at a high level. After one year, the client increased retention by 67 percent and added \$32 million to the bottom line in reduced turnover costs and increased sales.