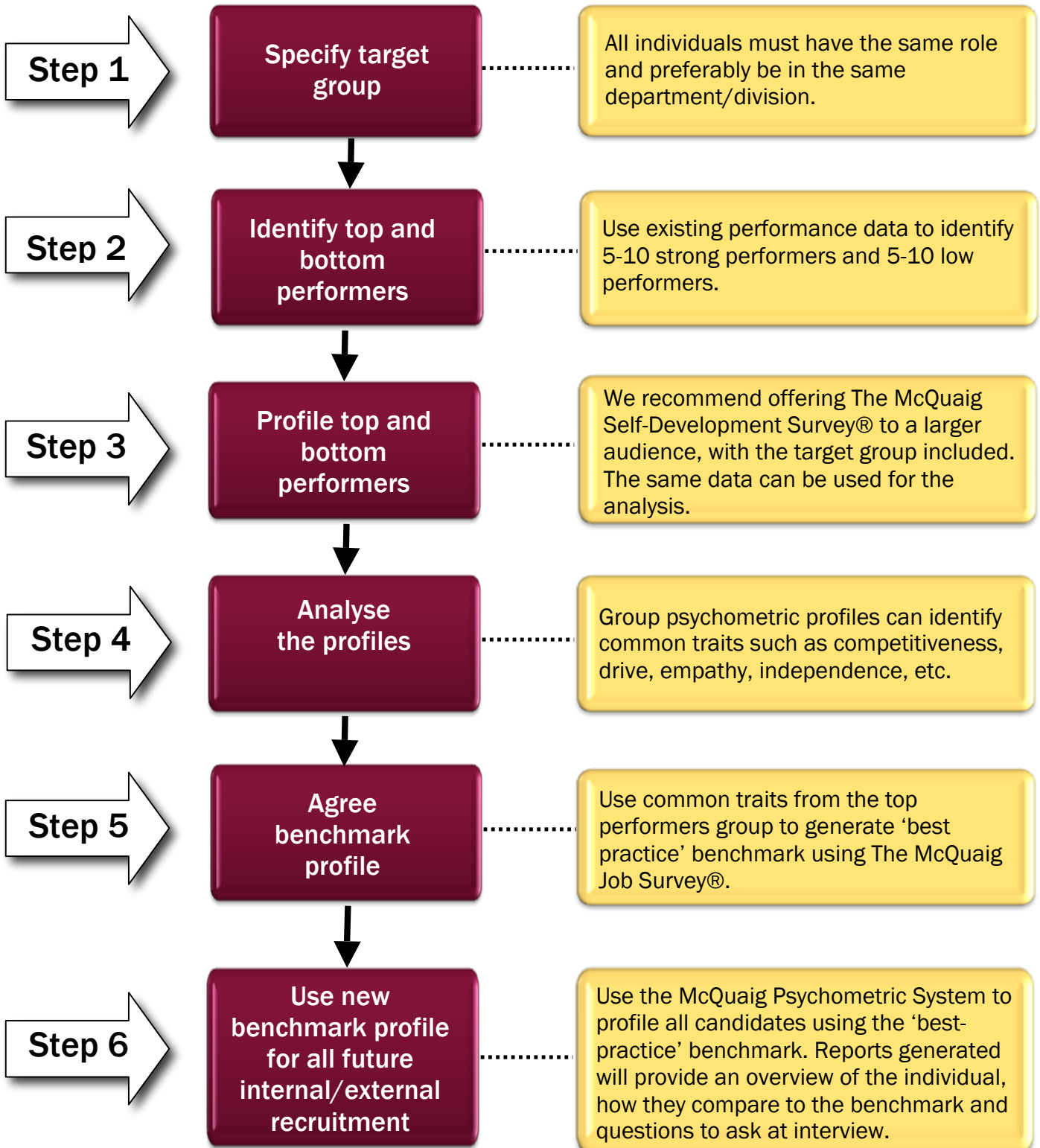


## How to build a role benchmark using the McQuaig Psychometric System



## Proven Results

### Lead Case Study – Telecommunications Industry

- A total of 255 salespeople in 7 companies were assessed using the McQuaig Psychometric System. Salespeople were categorised into three groups, based on performance (number of mobile phone activations):
  - 100 high performers
  - 112 medium performers
  - 43 low performers
- Top performers had an average of 61 activations per month. Low performers had 24.
- Top performers were 2½ times more likely to have McQuaig “leader” profiles
- Based on the difference in average activations, top performers would generate approximately £45,000 in **additional** revenue per annum per salesperson.

### Results 2 – Hospitality

Leading hospitality services company: 45% staff turnover reduction, double-digit sales growth.

### Results 3 – Insurance

Major specialist insurer: 208% productivity improvement in sales & service.

International life insurer and pension specialist: 44% reduction in staff turnover; 200% improvement in employee satisfaction.

### Results 4 – Finance

International debt recovery firm: 52% reduction in staff turnover to 1/3 industry average.