



“Not only is past experience a poor predictor of future performance, but it is also a poor predictor of sales success.”
Jack Bergen, Past CEO, OPF and Senior VP, Communications, Siemens

Sales Success Can Now Be Predicted

Three years ago a Fortune 100 pharmaceutical firm approached us to see if they could better predict sales success. They employed 278 sales representatives in the USA and this division had reached annual billings of \$1.1 billion. The first thing we suggested doing was to conduct a Top/Bottom study of their sales force. This is the age-old method for determining what, if any, skills differentiated top sales people from those performing at the bottom of the sales staff. We psychologically profiled the entire sales force and correlated this psychological information against the individual's actual sales performance. As predicted, we were able to identify five key areas of personality, which were held by the top performers and were absent from those performing at the bottom... [READ MORE](#)