



Improving sales competency at Dell

The challenge

- ➔ Ensure a more **comprehensive, consistent** and **'predictive'** approach to selecting talent
- ➔ Increase **revenue** and **productivity**
- ➔ **Understand** what 'good' looks like to ensure a **successful** transition from a **hardware** to a **software** company

The solution

To implement a standardised, validated assessment process in order to identify the right talent who will sell successfully under the new strategic direction.



The outcome

36%
more revenue generated
by individual high scorers compared to low scorers



50%
improvement in predicting job success
through validated assessment



42%
more profit generated
by individual high scorers compared to low scorers



Enabling a more **solutions-oriented sales approach**
in line with Dell's overall transformation



- ➔ Professional development plans draw on assessment data from the selection process
- ➔ Improved candidate experience during the interview process
- ➔ Very positive feedback from hiring leaders

Business impact study for Dell: process outline

Step
1

Define pilot groups and performance metrics

Metrics included in the business impact study:

- ➔ Churn rate
- ➔ Sales generated
- ➔ Profit
- ➔ Productivity
- ➔ Retention
- ➔ Manager ratings



Step
2

Trial the assessments

Online personality questionnaires and selection of cognitive ability tests trialled with a group of incumbent commercial and services sales top performers.



Step
3

Evaluate the data to identify Dell success behaviours

Identified Dell success behaviours:

- ➔ Interacting with customers
- ➔ Organisation
- ➔ Conscientiousness
- ➔ Drive for results
- ➔ Professionalism



Step
4

Configure assessments

Final assessment instruments configured specifically to the Dell roles, selection model and relevant business metrics – based on the results from the trial and data evaluation.



Ensure internal acceptance

Assessment and report configured through trialling with an internal top 10% sample of Dell's commercial and services sales group.

Want to discuss how we can help you improve your sales force's effectiveness?
Please email: sales@cut-e.com – code: *sales force effectiveness*



About cut-e: Founded in 2002, cut-e (pronounced 'cute') provides online tests, questionnaires and gamified assessments. In May 2017, global professional services firm, Aon plc, acquired cut-e and integrated the company into its global talent solution. cut-e and Aon, as Aon's Assessment Solutions, undertake 30 million assessments each year in 90 countries and 40 languages.

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