



RESEARCH RESULTS

Sales Insight Inventory (SII)

RESULTS OVERVIEW:

- Top SII scorers were:
- 2.3X more likely to excel in Overall Performance
- 4.6X more likely to excel in Achieving Revenue Goals
- 6.1X more likely to excel in Tenacity

STUDY DETAILS:

- ¹ Total N = 147 Marketing Associates
- ² $r_{corrected} = 0.46$ ($p < .001$)
- ³ $r_{corrected} = 0.46$ ($p < .001$)
- ⁴ $r_{corrected} = 0.43$ ($p < .001$)

INDUSTRY/COMPANY PROFILE

Fortune 500; Foodservice industry; 150+ facilities throughout the US and Canada; 50,000+ employees.

TARGET JOB FAMILY

Marketing Associate

BUSINESS NEEDS

- > Ability of new Marketing Associate hires to rapidly and accurately meet customer demands.
- > Enhanced Marketing Associate effectiveness and productivity.
- > Workforce engagement and retention.

SOLUTION OVERVIEW

DDI designed a selection process featuring its Sales Insight Inventory (SII). The SII is a multi-faceted inventory designed for use in selecting employees for a wide range of sales positions. It integrates three complementary content sets—Demonstrates Sales Judgment, Sales Disposition, and Demonstrates Effective Approaches—to accurately predict a potential candidate’s effectiveness in a sales role.

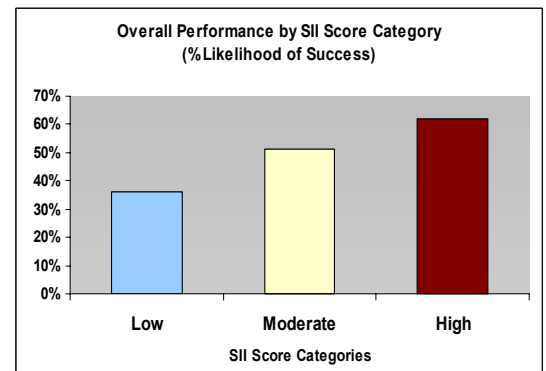
To ensure that the SII was an appropriate fit for this company, DDI conducted a detailed job analysis process to identify the core competencies for the target position and conducted an impact study to evaluate the SII’s accuracy in predicting these competencies.

IMPACT STUDY

DDI managed a study¹ to demonstrate the SII’s impact on the company’s business needs. DDI gathered data on Marketing Associates’ effectiveness in competencies such as Adaptability, Planning & Organizing, and Tenacity, as well as on Overall Performance. Next, DDI analyzed the SII’s ability to differentiate Marketing Associates across levels of these critical outcomes.

RESULTS

SII scores were strongly related to Overall Performance² as displayed below: the company’s top performers were **2.3 times more likely** to score highly on the SII.



The SII also identified Marketing Associates who exceeded their peers in terms of:

- > Adaptability
- > Applied Learning
- > Building Customer Loyalty
- > Building Trust
- > Decision Making
- > Planning & Organizing
- > Sales Ability³
- > Tenacity
- > Growing the Business⁴
- > Achieving Revenue Goals

CONCLUSIONS: This case study demonstrates the SII’s potency for predicting key outcomes for sales-oriented work roles. These results support the SII’s use to identify employees capable of rapid and sustained contribution toward a company’s strategic objectives, while simultaneously facilitating diversity goals.