



## Sales Testing to Avoid Costly Mistakes

Hiring the wrong person for your sales team can cost your company over \$100,000. At GDI, our sales testing can help you avoid this situation.

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Some estimates indicate that hiring the wrong person can cost you over one hundred thousand dollars. Think about it: it costs you money to recruit, hire, and train somebody. Then, before you discover that they are not performing up to your expectations in their sales numbers, they are missing sales opportunities. If you had hired a better candidate for the position, that person would be closing deals, bringing in money for your company. Instead, you are losing sales revenue while paying out compensation. And finally, you have to go through the interview process all over again. This means wading through resumes, and interviewing more applicants. This process is costly because it requires a great deal of time from you and other executives, as well as your support and administrative team. So you definitely do not want to hire the wrong person!

### **Let Us Make a Difference**

Here at Growth Dynamics, our sales testing experience and expertise goes much further than other companies. We employ innovative and wide-ranging full-cycle solutions to help your company through the entire hiring process: from attracting and evaluating applicants to hiring and retaining the best talent, providing your company with the right people to give you top performance.

Through our thorough sales testing process, we can save you time and energy, because you only have to interview and assess the top applicants. Rather than interviewing every person and figure out for yourself if they can help your company, GDI's selection process can help you filter and assess applicants, utilizing important and company-specific criteria. This way, you can focus on the best and brightest candidates.

### **GDI Benchmark®: A New Way of Hiring**

Our successful GDI Benchmark® program and method works to make a profile of exactly what is needed for top performance in sales in your company, including:

- Skills
- Behaviors
- Attributes
- Motivation
- And more

This way, you can know that the people you interview have the potential to be a good fit in your company...not salespeople who fit some vague, general industry standard. Through our innovative sales testing, we help you select the right person who will be a great fit in your company. MAX® also offers employees the unique ability to offer feedback, suggest areas for improvement, and to set professional goals.

If you are looking for world-class solutions to support selection, performance and retention of the most effective sales team, or you desire to increase your company's sales by optimizing customer retention, call us at (877)434-2677 to find out how Growth Dynamic can provide a solution for you.