

Market-leading Asian Insurance Company



Identifying the Behavioral Drivers of Sales Performance for Insurance Agents

The Challenge

The client was looking to use Saville Assessment's **Match 6.5 behavioral screener** to predict the sales performance of their Insurance Agents.



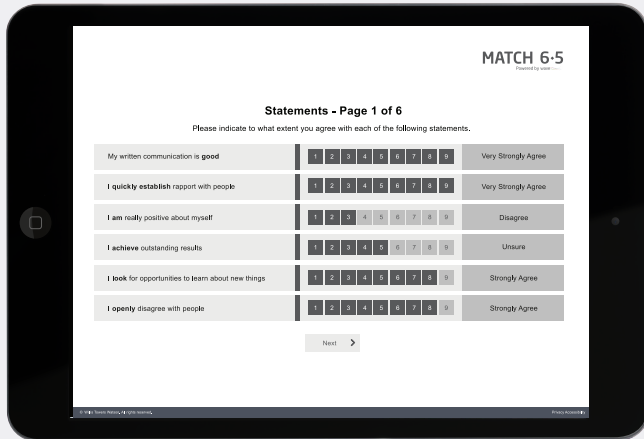
As a market leader of insurance policies in Asia, it was critical for the organization to be able to fully understand what the ideal profile of a successful agent looked like.

Creating a profile for success would enable the client to increase the effectiveness of their selection decisions and identify those most likely to maximize sales.



The Study

A validation study was run to investigate the relationships between Match 6.5 behaviors and insurance agent key performance indicators.



Over 1,000 insurance agents working for the organization participated by completing **Match 6.5**. The organization provided sales performance data for each of the agents who participated.

Several Match 6.5 behaviors were found to be strong forecasters of sales performance.

Solving Problems

- Evaluating Problems
- Investigating Issues
- Creating Innovation

Influencing People

- Building Relationships
- Communicating Information
- Providing Leadership

Adapting Approaches

- Showing Resilience
- Adjusting to Change
- Giving Support

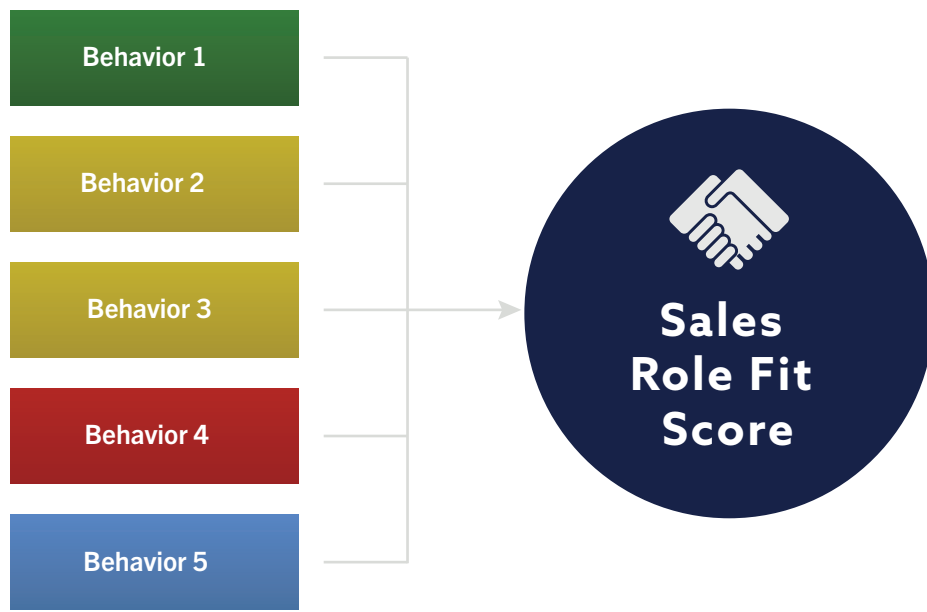
Delivering Results

- Processing Details
- Structuring Tasks
- Driving Success

On average, agents more successful at making sales achieved significantly higher scores on these particular behaviors.

The Solution

The Match 6.5 behaviors that were identified to be significant drivers of performance were combined into a powerful, predictive algorithm. This produced a single Sales Role Fit score for each agent.



The results showed that, on average, higher Sales Role Fit scorers:



1

Generated over **80%** more sales revenue than lower Sales Role Fit scorers per year

2

Worked at the organization for **two years** longer

3

Were more likely to **progress** into management positions

Benefits to the Organization

QUALITY



Agents with higher Sales Role Fit scores generated **over 80%** more sales revenue on average per year. Recruiting new agents using the Sales Role Fit score would offer a significant return on investment.

EFFICIENCY



Match 6.5 provides efficiency to both candidates and recruiters. Candidates can be robustly assessed in just **6.5 minutes**, while recruiters can use an optimized Sales Role Fit score to make a fast and valid screening decision.

ENGAGEMENT



Higher Sales Role Fit scorers are more likely to **stay engaged** at the organization and work there for longer.