



REACH CASE STUDY Auto Parts Field Sales USA

REACH
QUOTIENT

REACH QUOTIENT



REACH Quotient in Automotive Parts Field Sales

Summary

An Associate Organizational Development Consultant with REACH, provided support to a client within the Automotive Parts industry to improve its sales performance.

The consultant used the REACH to capture performance data over a 12 month period. The data was analysed by Professor Douglas Waldo at REACH Consulting Services .

The data found a positive correlation between a salesperson's REACH Quotient score and their sales performance.

The client then implemented the use of REACH to better target the recruitment of salespeople and their ongoing development.

REACH QUOTIENT



About REACH Quotient

The REACH Ecosystem generates a diverse range of reports and profiles including specialized reports for recruitment, personal development, leadership development, sales development, trainer tools, team building, communication skills and Emotional Intelligence (EIQ).

During the development of version 2.0. of LDP, researcher, Professor Waldo noticed statistically significant trends in the data.

He noticed a strong correlation between visual elements of LDP, the Leading Intelligence Framework, EIQ and competency based-EIQ questions, and, workplace performance. The statistical reliability of the psychometric test was calculated at 0.94 (Cronbach's Alpha Coefficient - a coefficient of > 0.9 demonstrates excellent internal consistency)

Professor Waldo realized that he was able to measure and predict a different set of workplace performance metrics using a score and display the information more constructively and visually than previously. This was the genesis of the REACH Quotient.

The REACH Quotient measure is a competency-based EIQ together with predictive behavioral and performance analytics. A persons current REACH Quotient is given as a numerical score between 0 – 5 and is displayed visually on the REACH reports

About REACH Quotient

REACH can reliably predict performance in Leadership, Sales, Customer Service, team dynamics, supervision, engagement and more.

Can a person's REACH Quotient Be Grown?

The good news is that REACH Quotient can most certainly be grown, and the growth can be measured as a person develops. Because REACH Quotient is a unique measure of behavioral style, competency-based EQ and workplace performance, the growth of a person's REACH Quotient can be achieved through targeted ongoing personal and professional development.

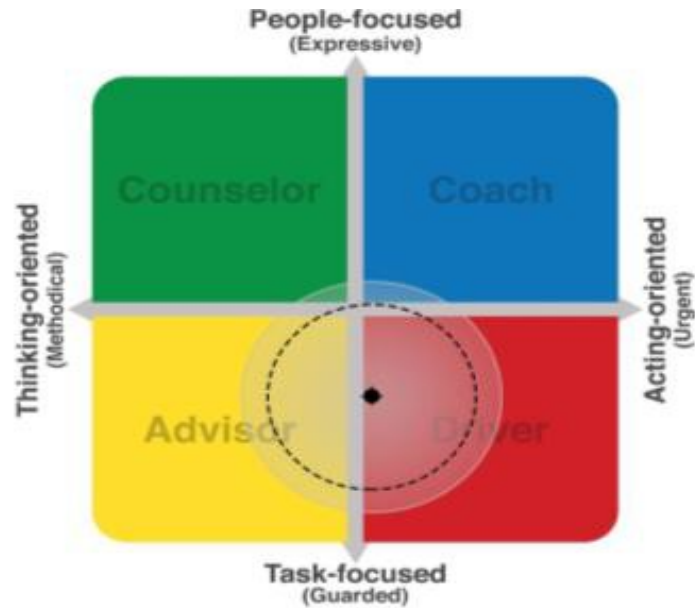
Professor Waldo integrated REACH Quotient into the REACH psychometric profiling resources to provide a way of measuring a growth mindset and displaying how REACH Quotient interplays visually with personality dimensions. It shows how growing one's REACH Quotient can help in reaching and engaging people of different personality types.

REACH Profiling reports visually show the growth focus to develop greatest impact in an individual and also recommend development activities such as training.

REACH Quotient is about performance of people and organizations.
REACH Quotient picks up where the application of traditional psychometrics stop.

During the research and development of REACH Quotient, Professor Waldo recognized the irony that Organizational Development acknowledges that organizations are a sum of their individual people, yet they develop resources that *either* focus on individuals *or* on organizations as an aggregate using distinctly different frameworks for both purposes.

He recognized that REACH Quotient provides an opportunity to use the *same framework* to measure what impacts performance for individuals, their teams and an organization.



Case Study Outline



Two groups of participants:

- New sales recruits in their first year
- Sales staff with the more than 1 year tenure (avg 565 days)



Associate Organizational Development Consultant with REACH in the U.S.A.

Key Findings



People with REACH Quotient of 5 (vs REACH Quotient < 5) had consistently higher sales over 12 months



Every 0.1 increase in an individual's REACH Quotient correlated to a corresponding increase in sales

New Sales People with an REACH Quotient of 5 Sell 38% more in their first year

One study of 34 field salespeople selling automotive parts and equipment, focussed on salespeople in their first 12 months on the job.

All participants in the study completed REACH Quotient Survey and had their sales performance monitored over the 12 months.

The key finding was that salespeople with an REACH Quotient of 5 sold 38% more than salespeople with an REACH Quotient of less than 5

This is a significant finding. For most organisations, the biggest challenge in sales management is the cost of lost sales during the ramp-up period of new salespeople.

Sales People with higher REACH Quotient Sell 22% more overall.

A second study with the same automotive parts sales company focused on sales people with greater than 12 months tenure with an average tenure of 565 days.

Again, all participants in the study completed REACH Quotient Survey.

The key finding was that sales people with an REACH Quotient of 5 achieved 22% higher sales than people with lower REACH Quotient.

There was also direct correlation between an increase in sales for each 0.1 increase in REACH Quotient , as someone's REACH Quotient grows, so do their sales.

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Conclusion

Organisations that want to maximise sales performance will benefit from hiring people with higher REACH Quotient, and focussing on growing REACH Quotient in sales people as their primary development goal to ensure higher immediate sales and long term sales.