

The Challenge

Assemble the best team to exceed revenue goals – consistently.

Background

- **Client:** Medical Device Company
- **Employees:** ~1,500 total / 350 sales



The Problem

Urgently needed to meet high sales quotas, optimize hiring practices, and sales performance.

The company was, and continues to grow monumentally, but aligning sales to performance at scale was challenging.



Aptology combines top performer behavioral insights with **actual performance**, to align people and business performance.



The Solution

Aptology was incorporated deep into the hiring process. "Having Aptolog/s validated data is an absolute necessity."

Employees hired using Aptology performed

85% or more to quota.



Applicants that scored green, aka Aptology recommended hires, met quota **85+% of the time!**



Applicants that scored yellow, aka non-recommended hires, met quota 50-60% of the time



Applicants that scored red, aka don't hire, met quota 10-20% of the time