

Talent Plus co-founder Dr. William E. Hall began his study of successful performers over 50 years ago, and Talent Plus has continued that study. A Talent Benchmark<sup>®</sup> studies a client company's current performers to understand the talents that define excellence. This understanding is the foundation for future selection decisions. The development of a company-specific Talent Benchmark allows that company to make a scientific decision based on their own company culture.

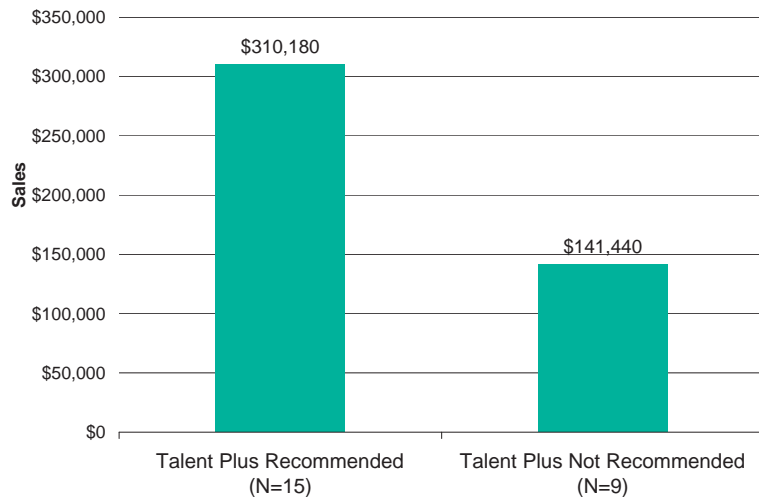
Using, for example, the Sales Interview, a study of a company's top sales performers identifies a company's selling traits. This can be used to compare future candidates to proven performers.

Once the appropriate benchmark has been determined, selecting for talent through Talent Plus' Quality Selection Process<sup>®</sup> (QSP<sup>®</sup>) begins. Our clients have found that selecting sales talent goes a long way toward improving the bottom line.

## AVERAGE REVENUE PER PERSON

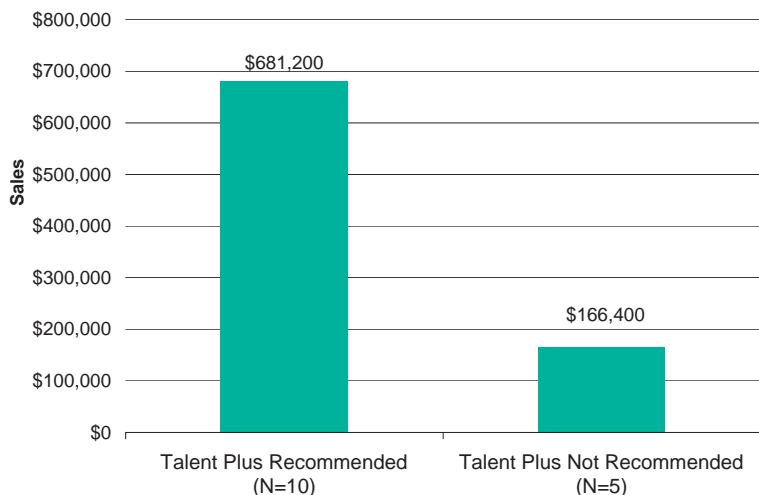
### Year One

When selecting highly talented people, a Talent Plus client saw an increase of \$168,740 per person in the first year alone. Total revenue earned when holding out for talent was over \$2.5 million.



### Year Two

The impact of selecting highly talented people tripled in their second year of employment. Talented people outsold others by \$514,800 per person.



People with a talent for sales who are cast correctly, invested in, and given the opportunity to grow in their capacity are able to create success in a company – many times doubling the sales of those identified as contrast performers. Talent Plus' Sales Interview was developed through the study of talented, high-achieving salespeople. Benchmarking your best and the best that Talent Plus has studied creates a talent-based sales organization with measurable results.