



Sales Force **TURNOVER** **ELIMINATED** Due to Job Benchmarking

*The **SITUATION:***

A company's sales manager was having a major problem with his sales force — 74 percent turnover. That high rate of turnover came at a great cost to the company's bottom line.

In fact, it's estimated that it can cost upwards of twice an employee's salary to find and train a replacement, not to mention the damage to morale in remaining employees. A TTI Value Added Associate was brought in to address the company's sales force issue.

*The **SOLUTION:***

The job itself was benchmarked using TTI's patented, job-related process.

*The **TURNING POINT:***

The sales manager was then able to compare all current and new salespeople against the benchmark. Each and every salesperson was put on a personalized development and management plan based on the job benchmark.

*The **RESULTS:***

The results were that the company's sales team did not experience any turnover for the next 24 months.

