The Worlds Only
Sales Performance Metric

ipx
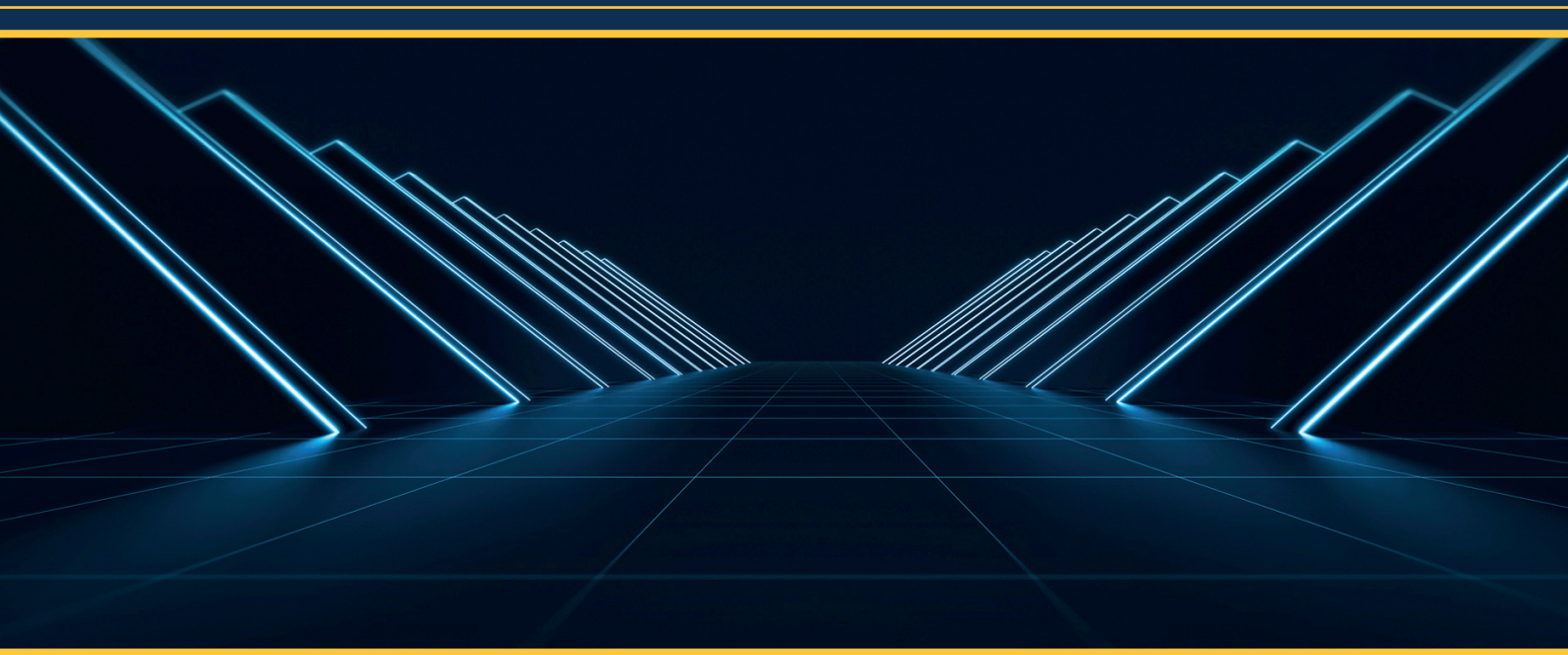
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What is IPX Sales Metric^{TM}?

Hiring the right sales talent is key to any business success. Our new product identifies the best sales performers BEFORE hiring. And we can prove it.

IPX Sales Metric^{TM} is software based around reducing risk in identifying, assessing, acquiring and maintaining salespeople by using high-level statistical manipulation via a proprietary algorithm.

A BROKEN PROCESS

We asked 150 sales managers, sales directors and HR professionals the following question: "what proportion of your sales hiring decisions, over your career, has ended in disappointment?"

It may come as no great surprise that the answer overall was 50% ranging from simple dismay and exasperation through to dispensing with the salesperson's services altogether. They all looked great at interview, but how can one tell, at that point,

which person can actually do the job? And once in place, how can a company create an audit of this expensive human capital?

A NEW APPROACH

We have been innovating a smarter approach: **IPX Sales Metric^{TM}** is tailor-made for salespeople. It predicts success in context with **5 Pillars** – the universe of salespeople characteristics out there in the real world, rather than only in-house. Our results show this validation has changed the market standard for both recruitment and in-role sales metrics.

IPX Sales Metric^{TM} establishes an exact **5 Pillars** baseline, and measures candidates versus a base of more than 72,000 datapoints collected from salespeople in a variety of industries.

The process is race, gender, age, sexual orientation, social background and disability blind.

OBJECTIVE : TO DRAMATICALLY IMPROVE SALES HIRING DECISIONS

Brief agencies/ in-house/outsourcer

Advertise position

Receive and grade CVs

Shortlist for interview

Pyschometric test (Optional)

1
2
3
4
5
6
7

OPTIMISED RECRUITMENT PROCESS

Sales Metric^{TM}
85%+ success rate

Select winning candidate

2nd + interviews; final interview

Five Pillars

Decades of research, thousands of interviews and hundreds of formal one-to-ones reveal outstanding salespeople have universal skills and qualities – we call them **'5 Pillars'**.

Organisations that build-out their sales function around **5 Pillars** improve results by using previously unknown data for salesperson training & development - and experience a vast improvement when hiring.

5 Pillars has been benchmarked against real-world outcomes. Not 'gamed' – we actually contacted managers about their salespeople after six and twelve months in-role to reveal actual versus expected success. **IPX Sales Metric**™ uses **5 Pillars** to accurately predict this result.

The ability to accurately predict performance before hiring - what could that be worth to your business?

B2B SALES SKILLS
Research. Prepare. Engage. Orchestrate. Present to C-Suite...Close! Are your people equipped? From FMCG to high-level, long sales-cycle, political selling, the metric unerringly identifies the skill levels needed to succeed when selling to businesses.

PROFESSIONALISM
Salespeople manifest their employer's values. Objectively, how well do they do this? The best of the best take this to heart; IPX objectively measures it.

MOTIVATION LEVELS
High levels of motivation are essential: to get going on Monday morning, and to make that last sales call on Friday evening. How do your salespeople compare? Are they happy & motivated? Do they need real help or just a supportive chat?

LEVEL OF FORMAL SALES TRAINING
Mentored, course based or self-taught... knowing the basics gives structure to each sales call and ensures 'objectives' are not lost to mere 'activity'.

CONCEPTUAL SALES SKILLS
Understanding problems and selling relative value is key. IPX gives your people the opportunity to demonstrate their abilities in this key area of sales competence.

How IPX Sales Metric™ Works

IPX Sales Metric™ supports organisations, measuring & improving candidate's abilities against a universe of best practice - validating against real world outcomes & offering a complete picture of sales competencies. Tracking candidates when in-role shows direct correlation between assessment score and success in-role.

The candidate will go to our secure website via a single-use time-limited username and password. Once started, the candidate may not refresh or turn to pages as they are submitted.

STEP 1

The candidate is sent a password protected link to the IPX survey. 26 questions/ 11 sections/ 96 data points per candidate. Completion takes on average 45-60 minutes.

STEP 2

The results are auto-submitted and benchmarked against the IPX data set. The ensuing report shows how the candidate has performed versus 5 key metrics.

STEP 3

Revealed & visualised competencies are supplemented by a training/ development personal roadmap.

The results show how that candidate has fared against all prior respondents. IPX Sales Metric™ shows employers:

- the candidate's overall score
- the calculated "hireability" - i.e., their likelihood of placement in the open market
- their **5 Pillars** score versus a universe of sales professionals as tested by **IPX Sales Metric™**
- their **5 Pillars** score versus all existing client salespeople tested by **IPX Sales Metric™**

Prediction Success Rate

THE 'REAL WORLD' BENCHMARK

A successful candidate is one who was hired and includes data on their success as judged by their hiring manager six and twelve months into their role. This delivers real world outcomes that allows **IPX Sales Metric**™ to benchmark against best-in-class.

PREDICTION SUCCESS RATE

56% of those interviewed were sent to clients for formal interview, of those 51% were hired - an incredible success rate. These candidates all had a higher-than-average IPX score.

By comparing candidates that were hired with those that were not, we found a less than 1 in 10,000 chance that the difference in scores between the two classes of candidate is merely luck of the draw.

This means that the above is not a threshold effect: it is a graded effect, with high scoring candidates being much more likely to be hired, and much more likely to be successful once in-role.

IPX Sales Metric™ Score

CONCLUSION

This is evidence that an **IPX Sales Metric**™ score is mathematically related to something that was hitherto thought to be intangible: the constellation of attributes that leads to sales success.
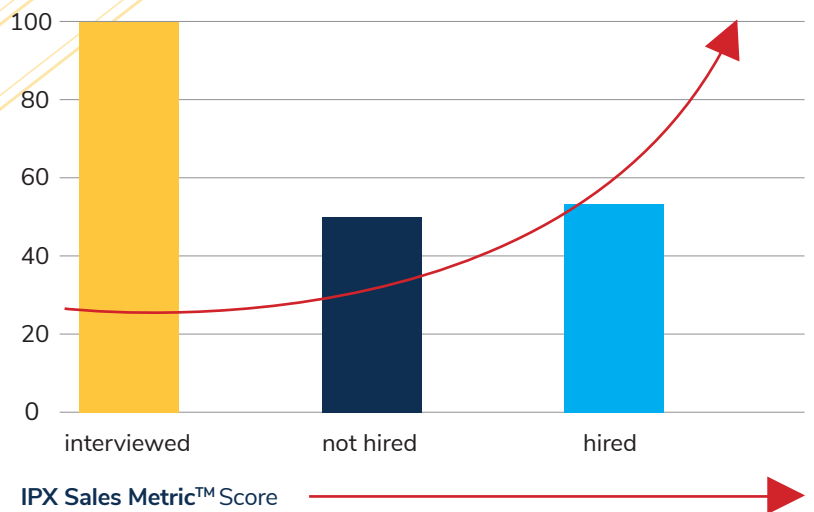
Interpreting output

INTERPRETING IPX Sales Metric™:

Scores & Graphs 1

Overall Score: 'Candidate A' versus all candidates ever to have completed **IPX Sales Metric™** assessment. We compare their Overall Score with all previously hired candidates to give a 'probability of placement' outside the client company – in this case, of 75%.

Average of all 'Anonymised Co.' candidates: taken from this client's sales team, to create a baseline unique to Anonymised Co.

Average of all candidates ever to have completed the **IPX Sales Metric™** assessment put on questions that genuinely discriminate between groups of candidates.

## IPX Sales Metric™ of Candidate A   ref: IPX-2011039

The overall score corresponds to a calculated **75**% probability of placement outside of Anonymised Company.

Summary

Giuseppe's overall score:	80%
Average of all Anonymised Company candidates:	62.2%
Average of all salespeople who have completed IPX Sales Metric™:	68.3%

Giuseppe's 5 Pillar profile, based on analysis of all responses to IPX Sales Metric™ is shown in the following graph where (0) is the average score achieved:
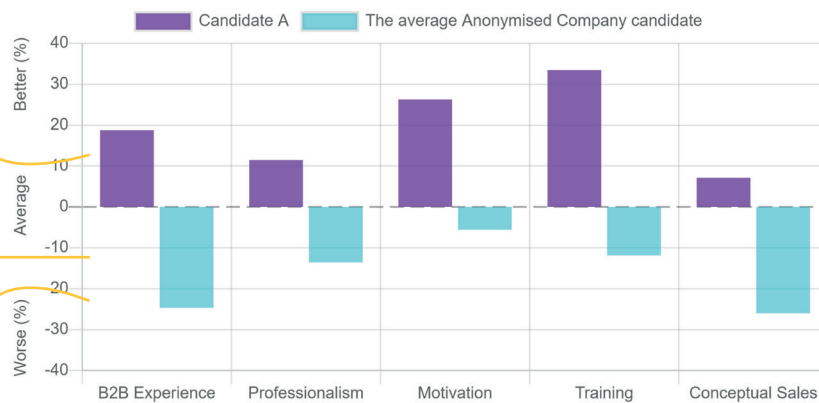
In this case 'Candidate A' **(in purple)** scores above the average of all candidates ever to have completed **IPX Sales Metric™** assessment, across **5 Pillars**

'0' equals the average score of every candidate ever to have completed **IPX Sales Metric™** assessment

Average scores of all Anonymised Co. candidates **(in light blue)** across **5 Pillars**. This creates each client's unique baseline

Legend: Candidate A | The average Anonymised Company candidate

Y-axis: Better (%) / Average / Worse (%) — 40, 30, 20, 10, 0, -10, -20, -30, -40

X-axis: B2B Experience, Professionalism, Motivation, Training, Conceptual Sales

5 Pillars

INTERPRETING IPX Sales Metric™:

Scores & Graphs 2

Here we see how our candidate has done **versus the whole sales team** in a specific client company.

This helps **objective decision support** for HR and hiring managers: an at-a-glance view of which of the team needs support, training, development - or downsizing.

Where nine or more of a sales team complete **IPX Sales Metric™** we can create a client's own **unique baseline** of competencies.

In this case 'Candidate A' **(in purple)** scores above the average of all candidates ever to have completed **IPX Sales Metric™** assessment, across **5 Pillars**

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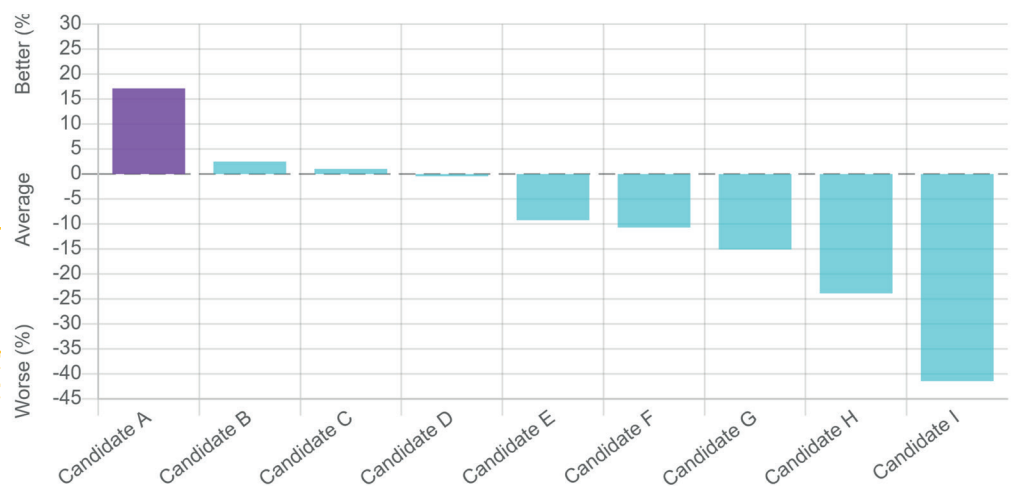
INTERPRETING IPX Sales Metric™:

5 Pillar Commentary

As well as the graphs and scores previously discussed, **IPX Sales Metric™** provides experienced and data-led observations and next steps in the following format:

Name	Candidate A
Job Title	Key Account Manager
Location	Gibraltar
Manager	Manager A
Business Unit	Account Management

Summary	An impressive display of example and experience across four of five competencies. Candidate A has a strong over-all score which sits above the client cohort and **IPX** data-set, therefore attractive to external parties and clearly the strongest performer in this cohort.

Competency	Observations	Next Steps
Business to Business	Significant big deal exposure displaying joined up planning and execution to deliver high returns. Tactical approach to future discounted products. Empathetic and realistic approach to negotiations.	Further exposure to troubled accounts where a targeted business development plan is needed, balanced against a high performing portfolio to ensure work is varied and challenging.
Professionalism	Clear examples of how to qualify a deal with the right metrics. Objection handling as positives and using them to move towards deal closure.	Discussion around the psychology of sales and whether there are specific courses Candidate A can utilise to continue to build out this skill set.
Motivation	Scoring significantly below the **IPX** dataset and (client) cohort.	Discussion with Candidates A as it looks like the question was interpreted incorrectly
Training	Good degree of training undertaken to date involving mentoring and formal sales methodology.	Discussion around mentoring any team member, supported by formal training for mentoring.
Conceptual Sales Skills	Conversation and argument planning evident. Good first impressions and 'getting into the client's shoes'.	Further problem solving and SWOT analysis methodologies that could be used in customer meetings.

Competency
5 Pillars: B2B sales skills, Professionalism, Motivation levels, levels of formal Sales Training, Conceptual Sales Skills

Observations
Taken directly from **IPX Sales Metric™** data: **candidates interviewed** face-to-face and over the web

Next Steps
Objective view of this candidate's **training & development needs** in light of **IPX Sales Metric™** data

Conclusion

THE CURRENT PROCESS IS BROKEN

For too long salespeople have been hired according mainly to the "gut feel" of the hiring Manager, who often tell us: "I want someone who was like me five/seven/ten years ago".

50% OF SALES HIRES FAIL

In reality hiring salespeople in one's own image leads directly to the proven 50% failure rate quoted earlier. Whilst we accept that some clients are better organised than others in this regard, **IPX Sales Metric™** nevertheless represents a leap forward in the efficacy of grading and selecting sales talent.

THE COST IS HUGE

In a softening market, hiring and retention decisions are more critical than ever. The cost and risk associated with hiring salespeople is so great that it is time industry took a lead and allowed the scientific benchmarking of the sales function - just as companies do in practically every other aspect of their business.

IPX Sales Metric™ FIXES THE PROBLEM

Benchmarking, metrics, measurement and analysis are used extensively in corporate company departments. Until now, sales talent was seen as "untameable" – a gift from nature rather than a measurable skill. **IPX Sales Metric™** can objectively, and uniquely, prove this contention is not true.

IPX invests

FREE trial: Up to 6 assessments

Call us to arrange a meeting so we can talk through the value we can add to your business

Offices
4 The Old Mill
Reading Road
Pangbourne
Berkshire
RG8 7HY

1 Royal Exchange Avenue
London
EC3V 3LT

TEL: +44 (0) 1235 817 188