

Case Study: Regional Office Defeats the 80:20 Syndrome.

One of the nation's leading financial planning companies has worked hard to defeat the 80:20 syndrome in their company. Through a number of complex processes and more than a decade of trying different things, the company as a whole has not been able to increase the number of top performing sales people beyond the 20% level.

Steve, one of the managing associates, was assigned a regional office that was rated in the bottom 20% of all regions. Because he was measured on sales performance, he started a quest to **significantly** increase the number of top performers in his region. The baseline Steve was given to work with was as follows:

- A. The regional office had 25 offices for 25 sales associates. Only seven of Steve's offices were occupied. During the previous three years of hiring and turnover, the sales associate staff in this region had grown from four to seven.
- B. After a short time, it became apparent that Steve and one of his sales associates were responsible for 90% of the revenue. He was under significant pressure from corporate leadership to add twelve more sales associates in the current year. He had already judged four of his current seven to be unacceptable performers with just one (14%), a Top Performer.
- C. His company's strategic growth model was based upon keeping 25 sales associates active in each region at any one time. The company knew that the effective performance of the five or six top performing associates would pay for cost structure of the region and generate profits.
- D. The best performing regional office in the network had 32 sales associates of which seven were top performers.

Steve decided to employ the Hire Clearly method to build his office rather than use the process that was created by the company and used by most of the other regional offices.

One year after discovering the Tidemark solution, Steve's regional office was dramatically improved. By creating a unique Top Performer Profile for their sales associate position, Steve and his staff had a turnkey and objective method of selecting and hiring top performers. After terminating the four poor performers that were with him at the beginning of his campaign, he built their team up to 23 sales associates.

Steve's regional office is now rated in the top three for growth and already recognized as one of the top 15 in sales performance. Using the preexisting first year sales guidelines used by the best performing regional office, Steve's group now has 20 top performers.

In a recent interview, Steve stated, "Instead of the usual six or seven keepers in each office, I estimate that that just three of my current group are not going to make it. This has been a remarkable turnaround, in a remarkably short time."

Over the course of twelve years in more than 400 companies, the Hire Clearly method has been able to identify the top performers in key positions in our client companies. More than 1000 Top Performer profiles have been completed. Using this turnkey process, we have been able to discriminate effectively between current and future top performers and the poor performers.

[Contact](#) a Tidemark representative to learn if your company can benefit from the Hire Clearly and Retain Strategically process. Tidemark offers qualified companies a 30 minute consultation concerning the application and use of the Tidemark tools. There is no cost or obligation for the consultation.

To schedule your consultation, please call 1-888-880-TIDE (8433) or email info@tidemarkprofiles.com