

HOW GRADMOR'S EMPLOYEE PERFORMANCE INTELLIGENCE HELPED ROOM HIRE SMARTER AND SCALE THEIR SALES TEAM FASTER.

Introduction

ROOM is start-up with over 50 sales reps that is reimagining the modern workplace.

ROOM had just raised a round of funding and was looking to double its sales team. With increased demand for their workplace solutions, they need to hire high-performing sales reps quickly and effectively.

Challenges

Inconsistent performance from sales reps leading to wide disparity in revenue between top and middle performers.

Despite having a very structured sales interview process, ROOM was facing inconsistent results from sales reps that were hired.

Lack of analytics into what key characteristics makes a top performer at ROOM.

ROOM had no understanding of what people data behind their sales reps performance drove revenue leading to more hiring mistakes.

Solution

Employee Performance Intelligence to understand what makes a top performing sales rep at ROOM

With our Employee Performance Intelligence, we determined that the biggest indicator of better sales rep performance at ROOM had to do with the 2 key traits: (1) behavioral characteristics of their sales reps and (2) phone manner.

The best performing sales reps with these characteristics produced 28% better revenue than the average sales rep at the company.

ROOM used this insight to add behavioral assessments into their hiring process, and added more in-depth new training for reps around phone call strategy if our business intelligence showed weakness in this area.

"Gradmor's employee performance insights helped us hire better sales reps that produced more revenue and reduce sales rep turnover due to underperformance."

**- Brian Chen, CEO
ROOM**

11%

**INCREASE IN AVG
REVENUE PER/SALES REP**

23%

**DECREASE IN SALES REP
TURNOVER**

GRADMOR