

REACH BRIEFING

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REACH Consulting Services (RCS) and the OrgDev Institute (ODI) collaborated with a REACH Partner to study the implications of REACH skills on sales performance within a group of commercial truck dealerships. Key findings are highlighted below with applications for recruiting, training and coaching.

- ODI gathered REACH Profile surveys and performance data for 22 incumbents, including sales professionals (16) and sales managers (6). The employer reported specific criteria for sales professionals, including unit sales and budgeted quota percentage for multiple brand categories. Additionally, the employer designated 4 sales professionals as top performers.
- Incumbents completed the REACH Profile, a psychometric assessment of styles and skills conveyed within four distinct profiles: Counselor (5), Coach (9), Driver (4) and Advisor (4). Within the sample, no one profile exhibited significantly stronger performance over others.
- The average REACH Quotient (RQ) for the incumbents was 3.64 compared to the global average of 3.62. The RQ exhibited positive association with unit sales and budgeted quota percentage, with a significant correlation observed between sales professionals' RQ and performance within both new and used truck categories. Additionally, sales professionals designated as top performers scored an average RQ of 4.08 compared to an average of 3.41 scored by other sales professionals (a statistically significant difference).
- Sales professionals exhibiting RQ of at least 4.00 sold an average of 50.33 trucks during Q1-Q3 for an average gross profit of \$1,835,250, compared to others who sold an average of 30.69 trucks for an average gross profit of \$949,590. During this same period, the higher RQ group met 78.89% of average budgeted quota compared to 59.44% met by others.
- The following RQ skills exhibited significant correlation with various performance criteria: Easing Tensions, Assimilating Members, Building Rapport, Aligning Resources, Integrating Diverse Perspectives, Identifying Personal Needs and Addressing Quality Concerns.
- Sales managers exhibited higher average RQ (3.85) compared to sales professionals (3.58). Further, sales managers exhibited higher average scores on 15 of the 16 RQ skills (with equal scores on one of the skills), with two of these representing statistically significant differences: Identifying Personal Needs and Addressing Quality Concerns.

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