

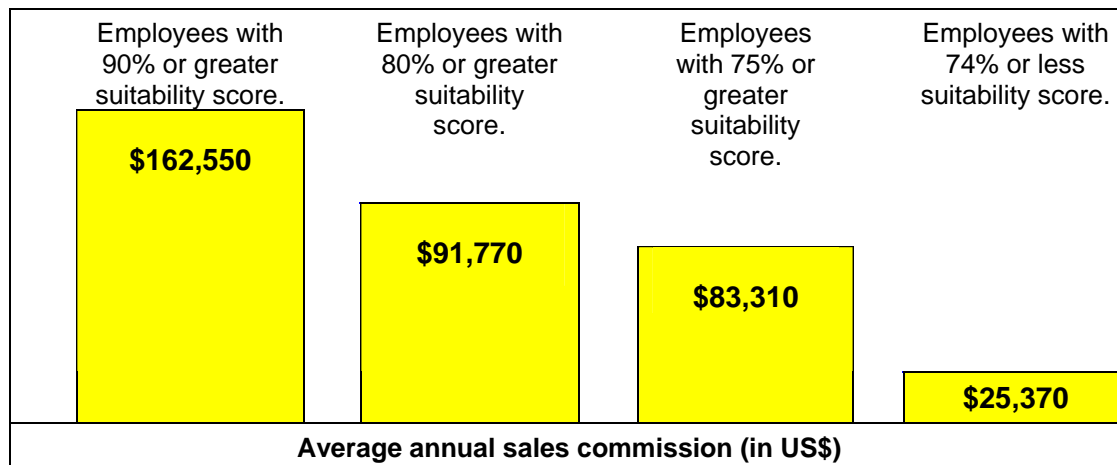
## Correlating Sales Performance and HA

### Northwestern Mutual Life Insurance

*This study was conducted by Dr Dan Harrison using a sample of 50 life insurance agents from Northwestern Mutual Life Insurance.*

NWM was firstly asked to rate the agents on performance according to their sales volume. Dr Harrison then analysed more than 200 traits in each agent's HA profile to determine the correlation between trait scores and actual performance. Based on the results, a job template was built that included the traits that correlated highly with successful performance.

The agent's profiles were run against the job template. The results revealed that agents who had a suitability score of 90 and above had an average annual sales commission of \$162,550; those with 80 and above, \$91,770; those with 75 and above, \$83,310; and those with 74 and below, \$25,370.



The agents who scored 75% or greater – those who were predicted to perform effectively – **earned more than three times** the average annual sales commission of the agents who scored 74% or below, who were predicted to perform poorly.

In addition, the agents' suitability scores showed a correlation of 90% with their performance ratings. NWM therefore embarked upon a coaching process using these scientifically derived guidelines for training and development.

*Call June Kitto on 02 4225 2257 to discuss building a selection template to your performance standards. Case studies available for other positions.*