



ZERORISK HR

Hire • Develop • Retain

CASE STUDY // SALES AND REVENUE GROWTH

FINANCIAL IMPACT

FIRST RECRUITING CLASS

75%

*of new hires still employed
after 1 year.*



SECOND RECRUITING CLASS

96%

*of new hires still employed
after 1 year.*



RETENTION OF SALES PEOPLE JUMPED TO

77%

from 10%



Auto Dealer: \$32M Impact Using Hiring Tools

With more than 100 car dealerships across the U.S., this auto group was experiencing an inordinate amount of turnover, especially with their sales team. The general managers at each dealership used their own hiring process which often resulted in hiring the wrong candidates.

The ZERORISK Hiring System helped create uniformity, reliability, and consistency in hiring across all dealerships for each unique sales position. This process drastically improved retention and reduced unwanted turnover to create a bottom line impact of \$32 million.

The Client Problem

Many general managers were hiring candidates on-site without properly evaluating their qualifications. Other GMs attempted a scientific approach by administering personality profiles. Both approaches – hiring on the spot and hiring based on the results of a personality profile – resulted in hiring individuals who were not a good fit for their role. **90 percent of new hires were leaving within 90 days of hiring.**

The ZERORISK HR Solution

1. The auto group employed the **ZERORISK Hiring System (ZRHS)** at each dealership to help hiring managers evaluate the emotional intelligence competencies of high, medium, and low performers currently employed at each dealership. This study helped establish success benchmarks for each sales position.
2. Using the results of the study, each dealership was equipped to identify individuals who aligned with the optimal competencies for specific roles such as selling a used car vs. new car or luxury vehicle vs. non-luxury vehicle.
3. Each dealership used the success benchmarks in their hiring process. They successfully compared incoming candidates to the benchmarks **to identify the best fit for each position.**

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Since we have put the ZERORISK Hiring System in place, we have been able to significantly improve our hiring of salespeople. Not only do the employees stay longer, but they are more productive, catch on more quickly, and require less time in training. We have really enjoyed the working relationship with the ZERORISK HR team. They have consistently been a partner interested in helping us succeed.

- HUMAN RESOURCES MANAGER

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