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Case Study - FortyTwo

Objective Assessment is catalyst to sales development for email marketing specialist FortyTwo

FortyTwo International are Australia's leading email marketing specialist, boasting a client list that includes Coca Cola, NRMA, DHL, Avis and many other prestigious organisations across a broad range of industries. They develop strategies and campaigns using world-class technology, whilst generating maximum return on their marketing investment for clients.

As a growth company very focused on new business, FortyTwo turned to Objective Assessment to assist with sales team development and recruiting, both critical to achieving the company's 12 month objectives. Being an independent authority, Objective Assessment succeeded where internal management met resistance. Their individual evaluation reports on the sales executives have become a catalyst to the development of the FortyTwo sales team. And, by adopting Express Screen as part of its sales recruitment strategy FortyTwo is now making more informed hiring decisions as it expands the team.

"Our sales team needed to hear it from someone else, and we needed the reinforcement of an external, deeper assessment."

Lee Hawksley, Sales and Marketing Director
FortyTwo International

The need for an independent assessment

As the end of the financial year loomed close, the Directors of FortyTwo were revising the company's business plan and, as Lee Hawksley, Sales and Marketing Director for FortyTwo explains, "it became clear we'd need to recruit more sales people and develop our existing sales team. We thought we knew their strengths and development opportunities, but they'd been hearing it from us for so long, they weren't listening."

"A major factor for me was Objective Assessment were never afraid to tell me what I needed to hear. They're extra knowledgeable about sales and sales psychology and we ultimately got more than we were ever promised."

Lee Hawksley, Sales and Marketing Director
FortyTwo International

Objective Assessment outclasses other online tests

Lee recalls, "We looked at basic online tests but what really appealed to us about Objective Assessment was, although the test happens online, we also get the personal service of someone with the expertise to help us interpret the results. This is so much more useful than a report that's just a load of words from a Website.

We explained to Beverley Jones, Objective Assessment's MD, our issues and aims. As it was the end of financial year, the sales team appreciated we needed an understanding of everyone's strengths and development opportunities in order to plan.



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They embraced it, jumped online and finished the assessment questionnaires in less than 40 minutes. Two days later Objective Assessment went through each individual's report in detail with us."

Report identified development opportunities

Lee continues, "The results certainly highlighted weaknesses but the focus was on the development opportunities inherent in these.

"The evaluation has made a huge difference; every person who did it has markedly improved. Our people enjoyed and embraced the process, it wasn't just a management exercise."

Lee Hawksley, Sales and Marketing Director
 FortyTwo International

Examples of common weaknesses are things like the reluctance of a sales person to talk about money and a misplaced belief that you need to get people to like you. These are generally big show stoppers that hinder closing ability, so identifying

such weaknesses means you can address them and move forward. Prior to the evaluation, there was less acceptance of these issues amongst our team."

Each sales person has been improved by the evaluation

Lee adds, "Each sales person received their own personal report and took it away to digest. In some cases it enabled them to finally see why something was a weakness whereas previously that had been a sticking point. People who did the test will now willingly discuss development opportunities in a frank manner."

Training is informed by evaluation findings

Armed with the findings of the evaluations, Lee comments, "Our training is now more specific at the tactical level and, at the strategic level, we've been able to map out a plan for development over the next 12 months.

In our weekly and monthly sales meetings there is much better understanding of where things are at in the sales cycle and how a person's strengths and weaknesses impact on that. We get down to uncovering problems and roadblocks in individual sales situations much faster now."

Express Screen uncovers belief systems you need to know about

Lee admits, "I recruit people with far too much reliance on gut feel, so Express Screen is a good balance to that. Our sales cycle is short and we look for 'hunter' type sales people. Express Screen uncovers belief systems that people hold that are difficult to get to in a traditional interview situation. For example, do they have a need to be liked or a fear of talking money? It allows us to get to the real heart of issues very quickly in the interview process."

"Sales people are excellent performers in interview situations, but Express Screen cuts through any performance and you get the real answer."

Lee Hawksley, Sales and Marketing Director
 FortyTwo International

"Express Screen can potentially save you days of interviews as you can cut straight to the shortlist and only interview those people that will actually offer a good fit for the job."

Lee Hawksley, Sales and Marketing Director
 FortyTwo International