Sales Team Triples Revenue Growth by Hiring People With No Sales Experience

THEY KNEW WHO WOULD HIT QUOTA BEFORE HIRING THEM

338%

Increase in
Revenue Growth

The Goal: Quickly Expand Sales Team for Aggressive Revenue Growth

The client needed to ramp up revenue growth while maintaining high employee performance and engagement. They set out to find more top-performing Sales Development Representatives (SDRs) and Account Executives (AEs). In order to accomplish this amidst the labor crisis, they implemented Sprockets' AI-powered solution that predicts applicant success based on the mental makeup of a company's best employees. This empowered them to make smarter hiring decisions and surpass their revenue goals.

Key Results

113%

Quarterly ARR Growth (On Average)

338%

Revenue Growth (From 2020 to 2021)

7 Months

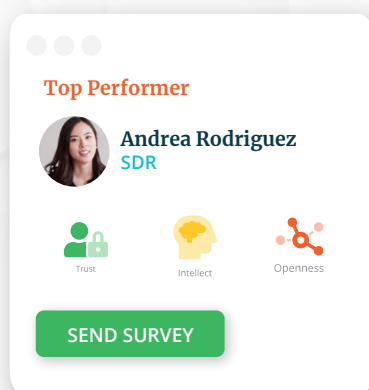**Payback Period (as of Dec. 2021)**

Why They Chose Sprockets

The company knew they couldn't just hire anyone that applied — they needed more people who would drive sales like their top performers. Since Sprockets' Applicant Matching System reveals which potential hires share personality traits with a company's best employees, the client decided to put it to the test. Ultimately, they discovered that several candidates had no prior sales experience but were better hires than veterans of the industry.

Sprockets' Applicant Matching System

The company's current top performers filled out Sprockets' brief, three-question survey. The platform used a combination of artificial intelligence and natural language processing to analyze their mental makeup and create unique success profiles. These were then used as benchmarks to evaluate potential hires. Sprockets assigned each applicant a Fit Score between one and ten, indicating their likelihood of success.
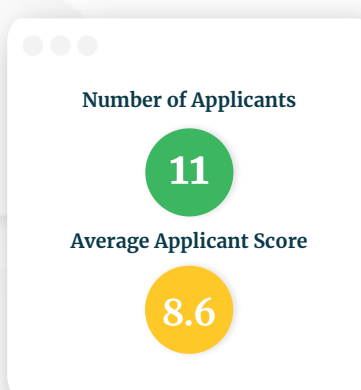
How it Works

Top Performer

Andrea Rodriguez
SDR

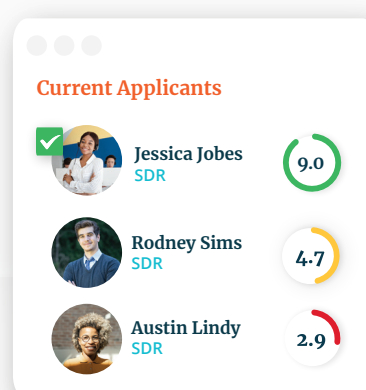Trust   Intellect   Openness

SEND SURVEY

Number of Applicants

11

Average Applicant Score

8.6

Current Applicants

Jessica Jobes
SDR
9.0

Rodney Sims
SDR
4.7

Austin Lindy
SDR
2.9

Score Ranges from
9.0 - 10
This applicant is likely to be an excellent fit.

Score Ranges from
6.0 - 8.9
This applicant may be a great fit.

Score Ranges from
0.0 - 5.9
This applicant is not likely to be a good fit.

"Sprockets' simple scoring system made it easy to select the right applicants and avoid costly employee turnover."

J. Thomas - CRO

The Results With Sprockets

The majority of the data revolves around the SDR team since they had the biggest need for expansion. **Quarter after quarter, the SDRs consistently increased performance and efficiencies across the team, therefore exceeding their planned capacity.** They also surpassed the **industry averages** for meetings booked, held, and won each month. Throughout 2021, the average quarter-over-quarter ARR was 113%.
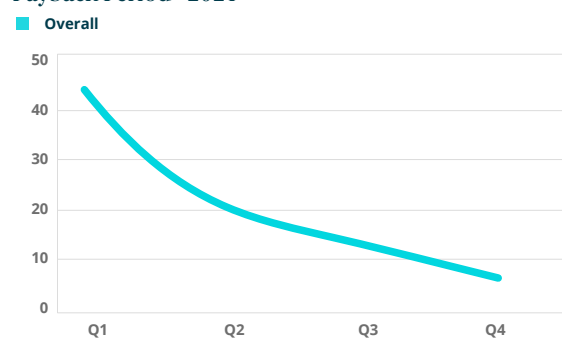
⊕ SDR Win Rate **34**%   ⊕ SDR Hold Rate **63**%   ⊕ Meetings Booked **36**

% of Ramped SDRs Achieving Quota - 2021
- Case Study SDRs ■ Industry Average
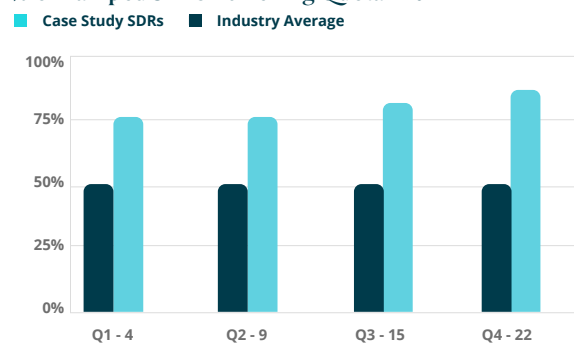
The number of ramped SDRs achieving quota improved while the team scaled from four team members to **22 over the course of the year**. (**The industry average is 48%**)

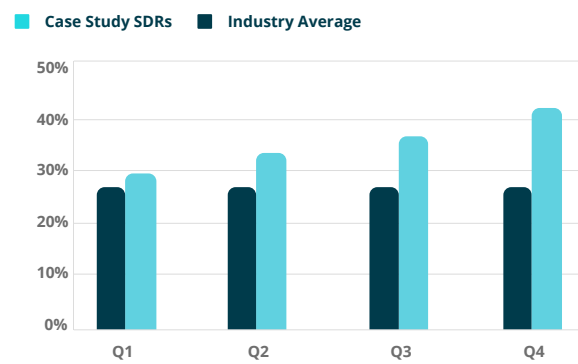**Payback Period - 2021**
- Overall

The SDR and AE teams drastically reduced their payback period by booking bigger deals, ultimately leading to the **3x revenue growth from 2020 to 2021**.

New Pipeline - 2021
- Overall
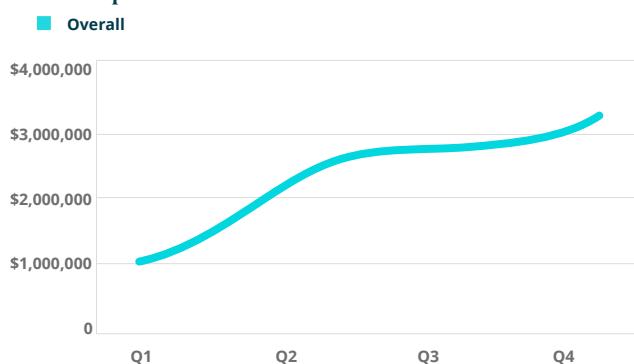
As performance increased, overall pipeline creation saw a **225% increase over the year**.

Win Rate - 2021
- Case Study SDRs ■ Industry Average

The SDR win rate started at the **industry average of 25% and reached 41%** by Q4.

The Importance of Mental Makeup: SDR and AE Success Profiles

The average sales experience for SDRs prior to hire is around 1.4 years, compared to the client's average of three months or less. Some team members were even fresh out of college but proved to be top performers. Therefore, the client made hiring selections based on applicants' Fit Scores — specifically those who scored between eight to ten.

Ultimately, the new hires enabled them to triple their revenue growth, proving that Sprockets' Applicant Matching System accurately predicts employee performance. Below are snapshots of the success profiles for the client's team.

SDR - Average Age: 22

Common Personality Traits

Trait	
Calmness	Match
Orderliness	Match
Modesty	Match
Self-Consciousness	Match
Anxiety	Match

AE - Average Age: 25.8

Common Personality Traits

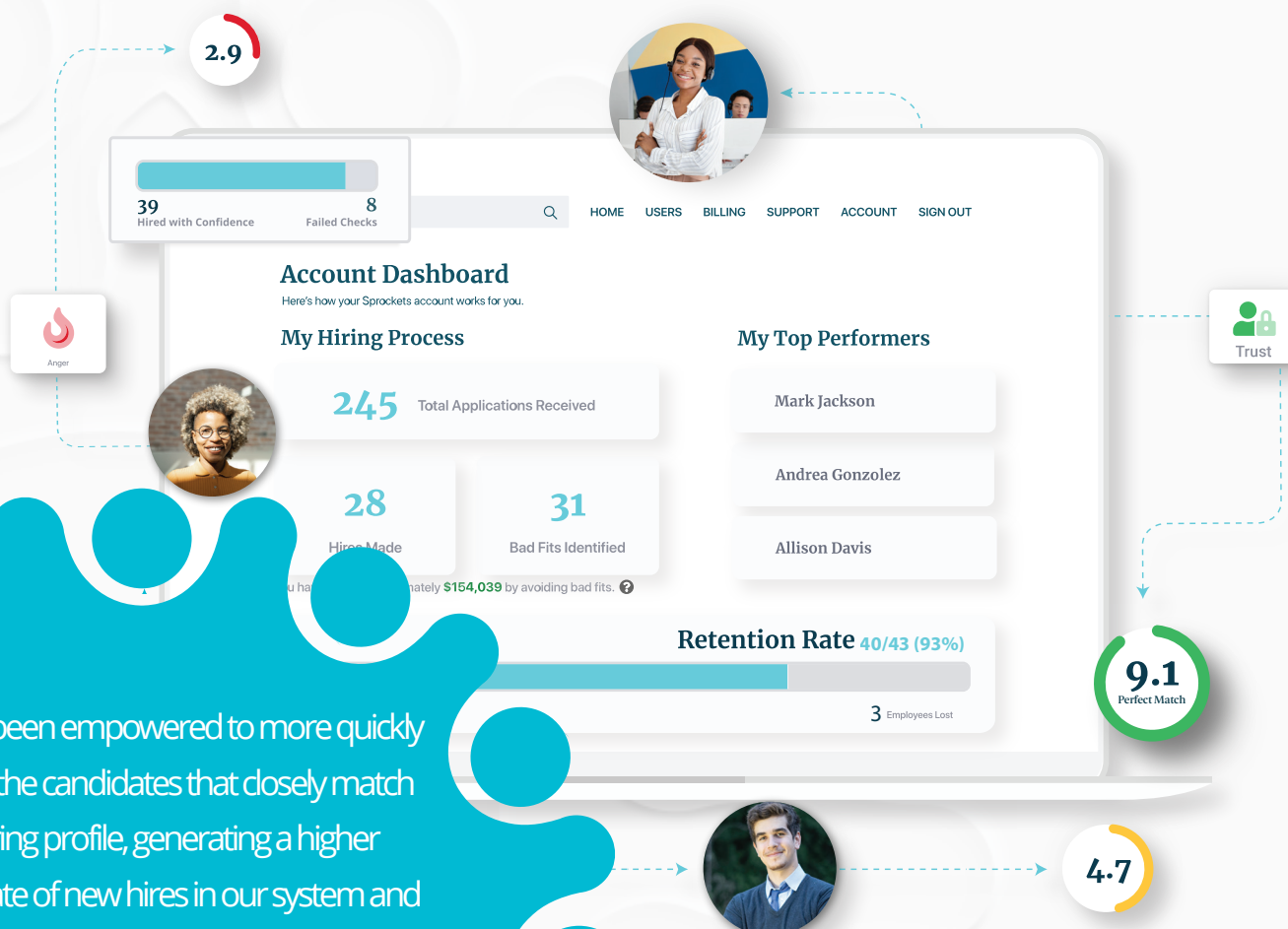| Trait	
Calmness	Match
Orderliness	Match
Modesty	Match
Cheerfulness	Match
Gregariousness	Match

Sprockets' software creates unique success profiles for every business and position.

Achieve Your Revenue Goals With Sprockets

Sprockets empowered the client to focus on hiring for fit, enabling them to quickly expand their sales teams without sacrificing performance or engagement. The employees they hired with Sprockets stayed long-term and exceeded sales expectations, ultimately tripling their annual revenue growth.

You can achieve the same results with the Sprockets platform. We're even offering free, 15-minute demos to get you started on the path to revenue growth. **Start building more successful sales teams today!**

GET YOUR FREE DEMO

2.9

39 Hired with Confidence   8 Failed Checks

HOME   USERS   BILLING   SUPPORT   ACCOUNT   SIGN OUT

Account Dashboard
Here's how your Sprockets account works for you.

My Hiring Process

245 Total Applications Received

28 Hires Made   **31** Bad Fits Identified

...u ha...nately **$154,039** by avoiding bad fits.

Retention Rate 40/43 (93%)

3 Employees Lost

My Top Performers

Mark Jackson

Andrea Gonzolez

Allison Davis

Anger

Trust

9.1 Perfect Match

4.7

We have been empowered to more quickly focus on the candidates that closely match our hiring profile, generating a higher success rate of new hires in our system and eliminating wasted interview time. We feel great about our progress, and the impact was nearly immediate.

Sprockets User

Sprockets

www.sprockets.ai

(843) 508-3027

info@sprockets.ai