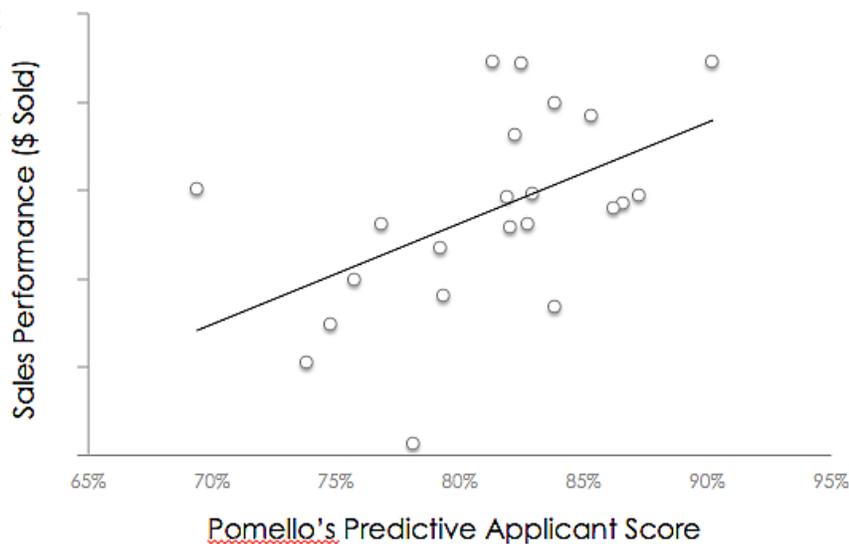


# RETAIL CASE STUDY ROBBINS BROTHERS HOW TO HIRE TOP PERFORMERS

At Robbins Brothers, a chain of retail stores, the **VP of Sales struggled with making the right hiring decision** and wanted more predictability of future performance and team-fit.

**High-performing sales associates drive 200-300% more sales revenue** than the average. But the process for identifying high performers via in-person interviews was inconsistent and unscalable.

With Pomello, the VP of Sales was able to understand what differentiated the top performers versus the rest and it came down to their core culture values. **Alignment with the core values of the high-performance associates showed a direct correlation with key sales performance metrics.**



**STEP ONE:  
CALIBRATE PROFILE  
FOR HIGH PERFORMERS**

**STEP TWO:  
VALIDATE HIGH  
POTENTIAL PROFILE**

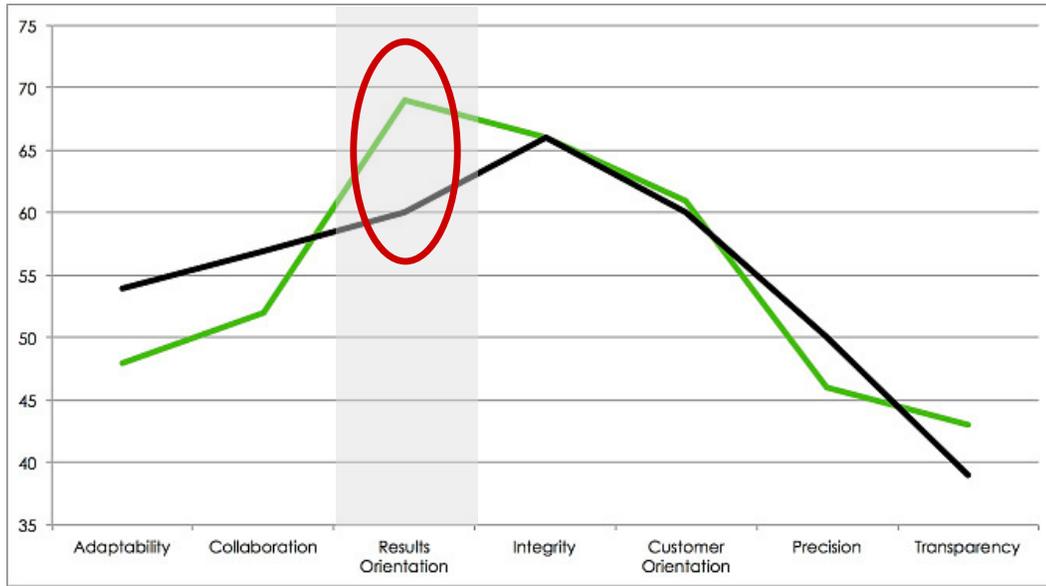
**STEP THREE:  
FIELD TEST NEW STORE  
OPENING**

**STEP FOUR:  
ROLL-OUT ACROSS ALL  
RETAIL LOCATIONS**

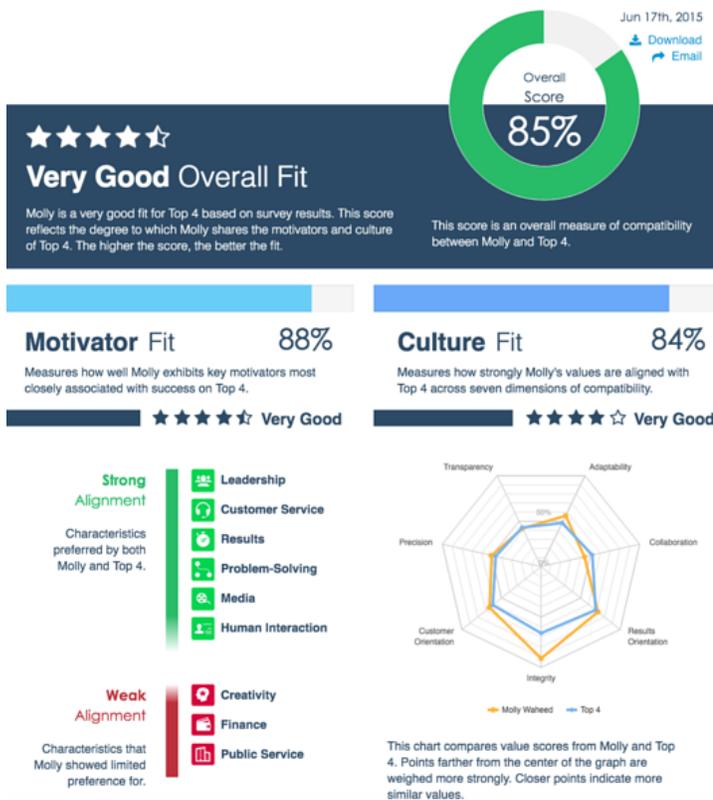
# 1

## CALIBRATE FOR HIGH PERFORMERS

The first step for Robbins Brothers was to examine whether their top performers shared any qualities, and how those characteristics differed from the sales team as a whole. Using Pomello culture assessments, the VP of Sales identified results-orientation as the key driver of performance.



*High performers (green) consistently outscored the sales average (black) on their preference for results orientation*



# 2

## VALIDATE HIGH POTENTIAL PROFILE

The second step was to conduct a blind test to see if we could predict high performance in candidates. Pomello was given a set of candidates to evaluate for compatibility with the high performance profile. Our assessments correctly identified four high scoring candidates. The VP of Sales then revealed that these were not candidates at all, but were actually long-term high performers. He wanted to see if Pomello would be able to pick them out of a crowd.

### 3

#### **FIELD TEST WITH NEW STORE OPENING**

The third and final step was using Pomello for a store opening. The goals were to hire the best candidates quickly and short circuit the normally lengthy process for ramping up sales at new locations. This was their best performing store opening ever, with the fastest acceleration of sales across all other locations.

### 4

#### **USE COMPANY-WIDE FOR ALL SALES HIRING**

Armed with a powerful, predictive and efficient method of screening job applicants, Robbins Brothers now uses Pomello for hiring across all their retail locations.

#### **Q&A WITH MARK PIMENTAL, VP SALES**

##### **CAN YOU DESCRIBE YOUR RECRUITING CHALLENGE BEFORE POMELLO?**

We were not spending the time to really dig deep during interviews. As a result we were making the wrong decisions.

##### **WHAT VALUE HAS POMELLO BROUGHT TO YOUR HIRING PROCESS?**

It is the most accurate predictor of sales that I have seen and I have pretty much taken every test in the market to find something like this. It is the best validation I have seen—with Pomello there were zero anomalies!

##### **WHAT DOES ZERO ANOMALIES MEAN FOR VALIDATING A HIRING TOOL?**

Pomello correctly identified my top performers as having a much higher emphasis on results. But it also showed that all our lower sales generators scored lower on results orientation.

##### **IS POMELLO HARD TO USE?**

This is a self-service solution. You don't need someone from Pomello once you get trained it is easy to use

