



## Let the Job Talk

### Benchmark the Job, Not the People

Whether you are hiring new employees or measuring the performance of current employees, the key lies in the benchmark. But are you using the right benchmark?



Some people might benchmark top performers in the position, hoping to hire a "clone" or coach everyone to that level. But when you benchmark the top performers of a C team, you get a C benchmark. Other people benchmark the ideal candidate, looking to hire the best of the best in all aspects. This is like scouting a 10-foot tall basketball player, since the rim is 10 feet high. It's impossible. Likewise, nobody can be everything to all people or master every skill set.

To get a true benchmark, you must know what the job is calling for. You must let the job talk and determine the Key Accountabilities of the job.

Why does the job exist?  
 What knowledge is needed?  
 What couldn't be done without it?

With a job benchmarking process, you can determine what behaviors, motivators and personal skills are required by the job's key accountabilities. The job benchmark then allows you to accurately match talent to the position and assess current performers. With employees who match the behavioral requirements of the job, have the motivation for success and can provide the right soft skills, the organization will benefit from superior performance.

For more information on how you can benefit from TTI's Job Benchmarking Process, reply via email today!

A study by IHRIM and Knowledge Infusion found that

**Over 82%**  
 of organizations cite  
**Succession Planning**  
 as a growing concern  
 of the future

Now they are looking at middle management and key talent in addition to top level executives.



**Want to Know More?**

**Send a Reply Email Today to Connect with Your Expert in Research-Based Assessment Solutions!**

## A Strong Brand Can Carry a Weak Sales Force

### What Could a Strong Sales Force Do For a Strong Brand?



Our research has shown that a company with a strong brand can exist with an average sales force. However, in a company with an unfamiliar brand, we find a strong sales force with specific behaviors, attitudes, and values that are continually driving them to superior sales performance.

A well-known brand will get you in the door. It removes the buyer's security concerns and provides dependability and quality without much skill from the sales force. This alone can take you far, but who doesn't want to go further?

If you have a branded company, reply via email to find out how you can get more for your money. You pay big bucks to build your brand and even more to your sales force. But how much does your brand carry your sales? What if you had a strong brand AND a strong sales force?

**Don't Benchmark Another Top Performer Again...  
 Implement Research-Based Solutions Today!**

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