




# SuccessPredictor Validity Study

Supporting your growth and success in recruiting and selection

Contract Year 2022 • US/Canadian Ordinary/Financial Services Industry





## SuccessPredictor (SP) predicts success

and shows that producers with high SP ratings experience higher success rates than producers with low SP ratings.

SuccessPredictor is research-based and proven to accurately predict the likelihood of someone being a successful financial services sales representative by comparing that person's responses with those of others who have similar backgrounds and have been or still are successful in selling financial services.

This report was prepared specifically for the US/Canadian Ordinary/Financial Services industry.

*To create this report we rescored the Career Profile non-student assessments with the SuccessPredictor scoring key for agents tested in 2022, then combined them with the SuccessPredictor assessments of agents tested in 2022 to show the relationship between SuccessPredictor rating and success rates.*





# Key Findings

SuccessPredictor works for the US/Canadian Ordinary/Financial Services industry according to two key metrics:

**EXPECTED RESULTS:** The higher the SuccessPredictor rating the greater the probability that a producer will be successful.

- 7% success rate at a rating of 1
- 30% success rate at a rating of 10

**ACTUAL RESULTS:** Producers in the high rating range had a:

- 96% better first-year survival rate (49%)
- 133% better first-year success rate (28%)  
than producers in the low rating range

# SP

1<sup>st</sup> Year

Part I

## SuccessPredictor Works for the US/Canadian Ordinary/Financial Services Industry

The higher the SuccessPredictor rating the greater the probability that a producer will be successful.<sup>1</sup>

Expected results show the probabilities of survival and success at each SuccessPredictor rating.

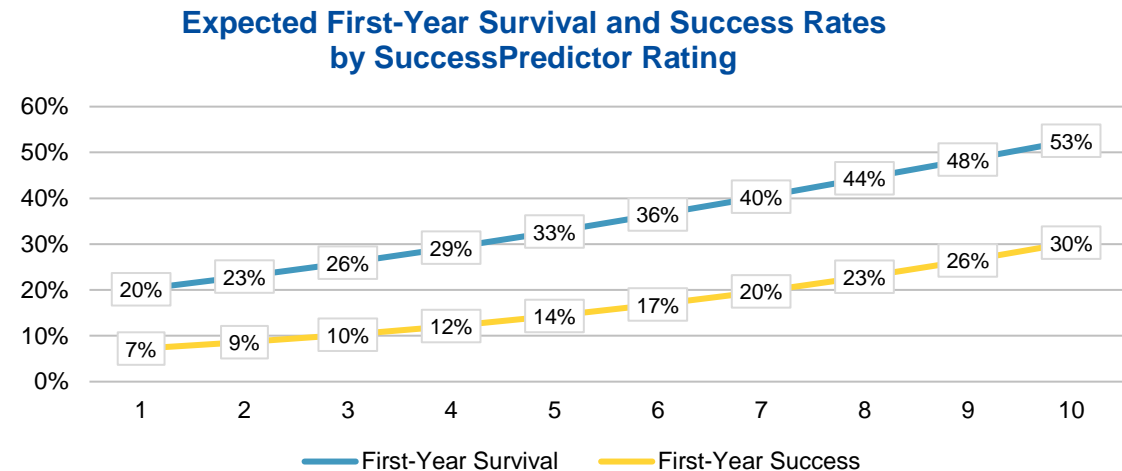
Specific to the US/Canadian Ordinary/Financial Services industry, producers in the high rating range had a:

- **96% better survival rate (49%)**
- **133% better success rate (28%)**
- than producers in the low rating range

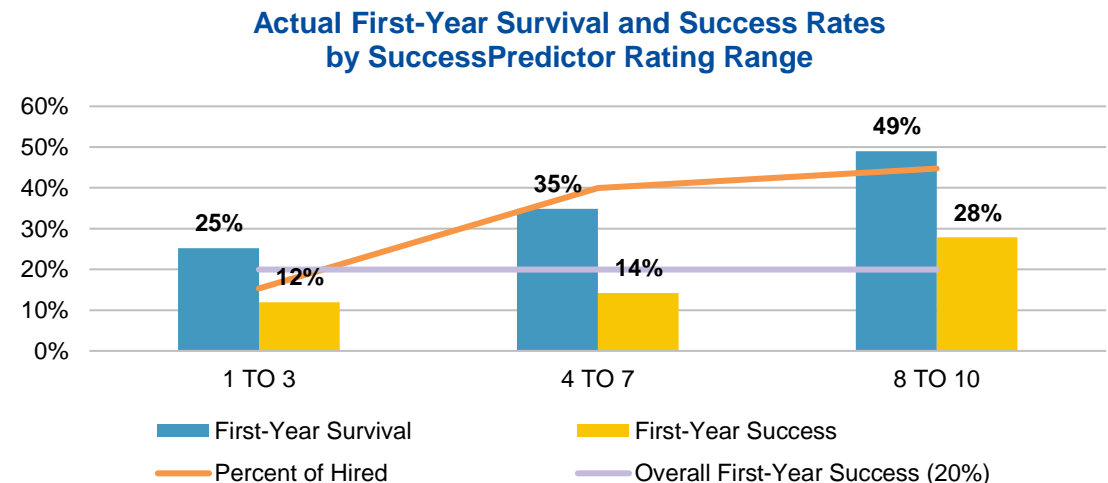
<sup>1</sup>"Successful" is defined as still being under contract 12 months after hire and meeting or exceeding the production level attained by the top 50 percent of all surviving first-year producers in the company.

## First-Year Performance by SuccessPredictor Rating for Agents Hired in 2022

### Report 1 — Expected First-Year Survival and Success by SuccessPredictor Rating



### Report 2 — Actual First-Year Survival and Success by SuccessPredictor Rating Range



For more information about SuccessPredictor  
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0226-2024