



# RIGHT *choice* SYSTEM

## SuccessPredictor How Scoring Works

# Candidate's Probability of Success

**SuccessPredictor** forecasts a candidate's probability of success in an insurance or financial services sales career with your organization.

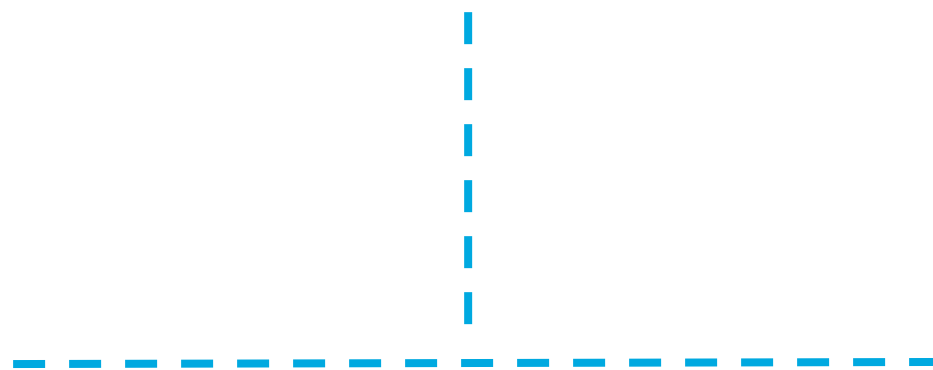


# Assessing Your Risk

It provides an assessment of the risk you are taking in contracting with a given individual.



Knowing this risk helps you decide which candidates are worth your time, effort, and money.

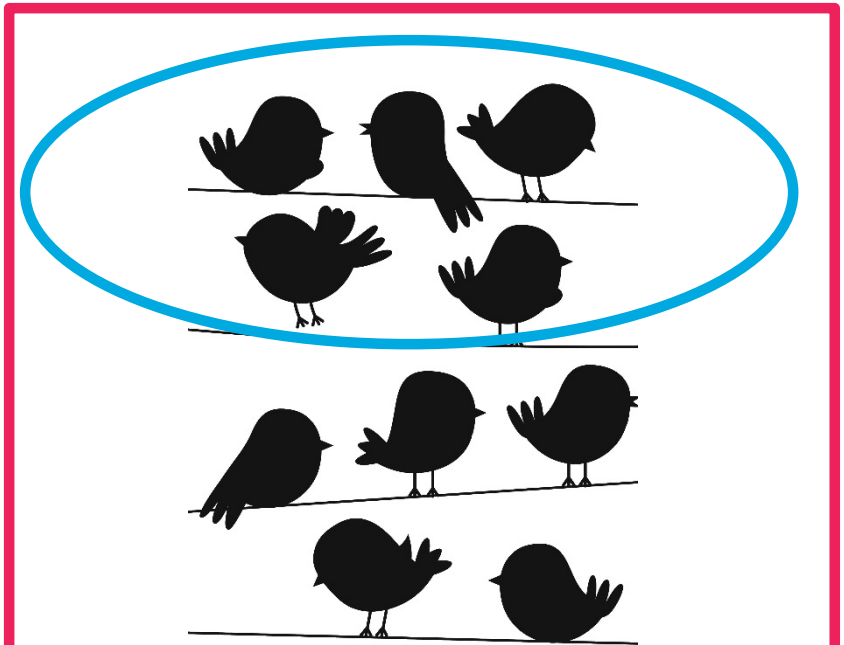


# Selection Assistance

**SuccessPredictor** was specifically developed to help companies select sales recruits who are most likely to:



**Survive their first 12 months under contract with the company.**



**Produce among the top half of surviving individuals.**

# Measure of Success

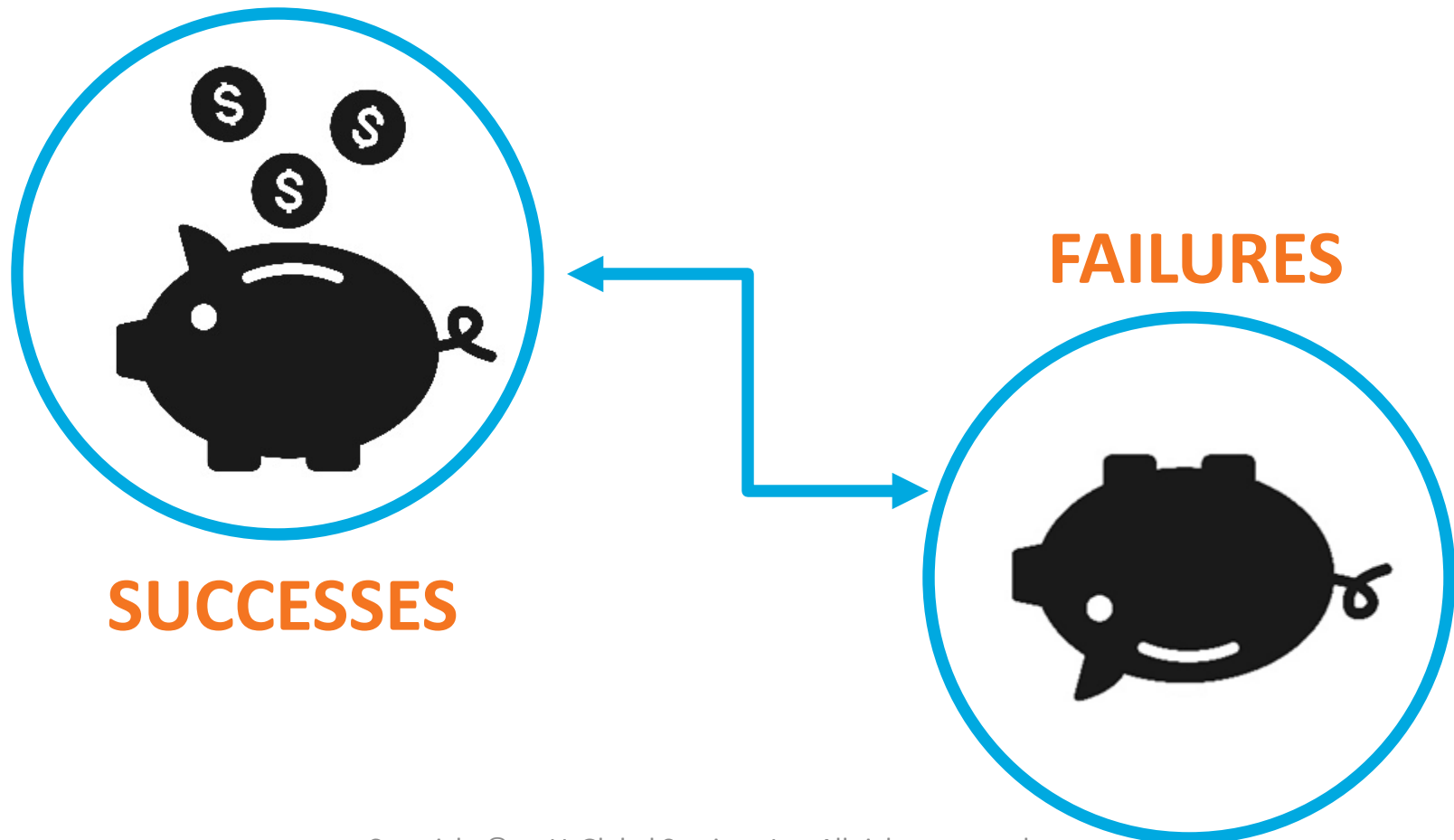
The two criteria of survival and production combine to create a measure of success for benchmark comparisons.



Research shows that sales representatives who meet both these criteria are more likely to continue on to longer-term success in the career.

# Comparing Candidates

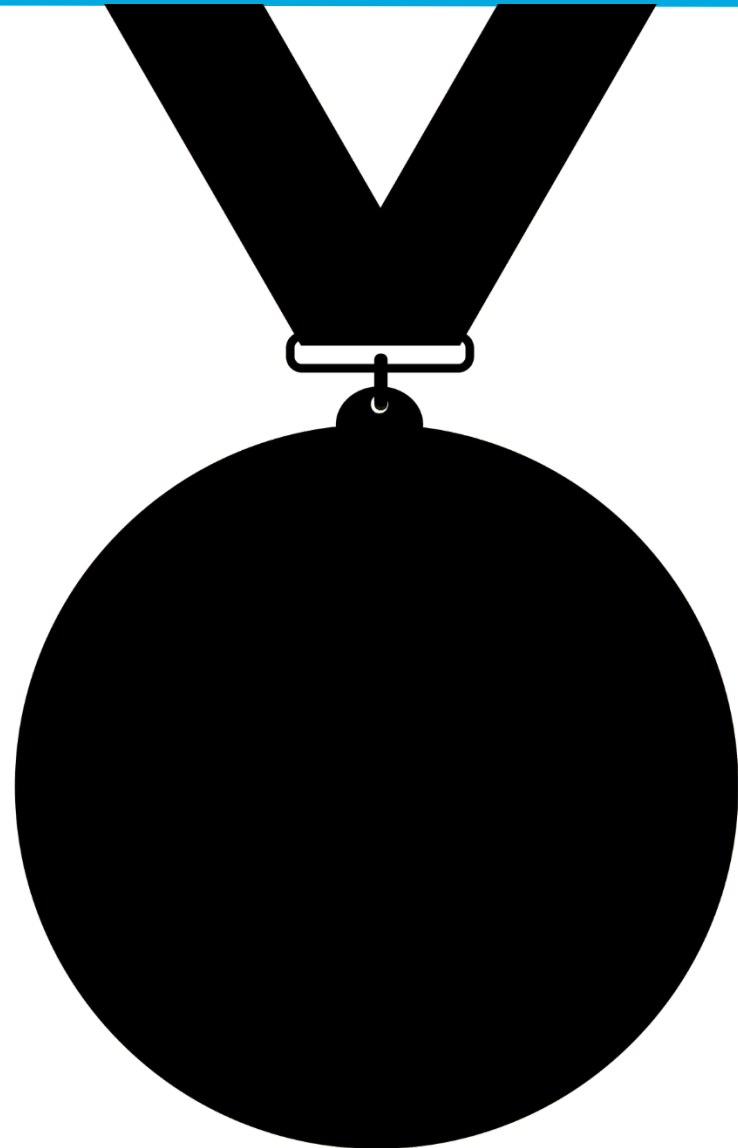
**SuccessPredictor** works by comparing candidates to individuals who have previously been contracted as sales representatives — both successes and failures.



# Likelihood of Success

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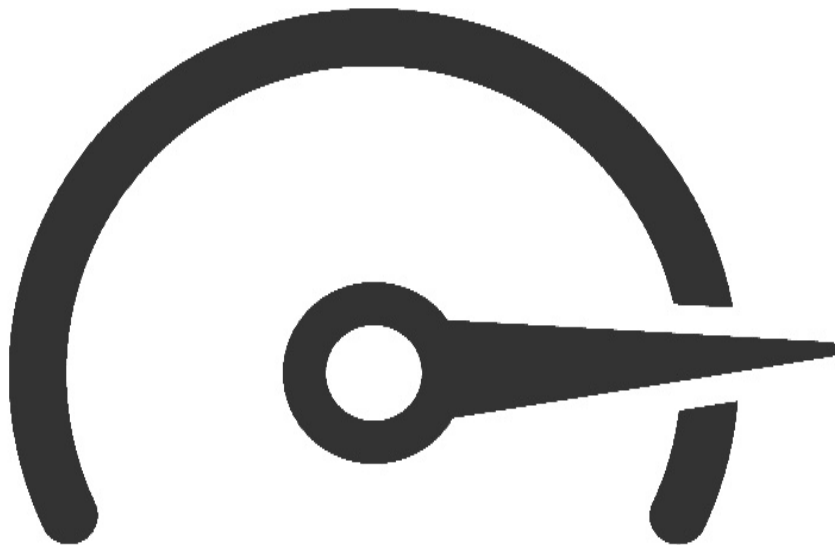
Based on this comparison,  
***SuccessPredictor*** determines  
the likelihood that the  
***candidate will be successful.***



# Potential of Success

Since *SuccessPredictor* compares the candidate to **both** successes and failures, it can effectively differentiate between those with high and low potential for success.

**HIGH**



**LOW**



# SuccessPredictor Rating

**SuccessPredictor** rating indicates the candidate's probability of success in a sales career in your organization.

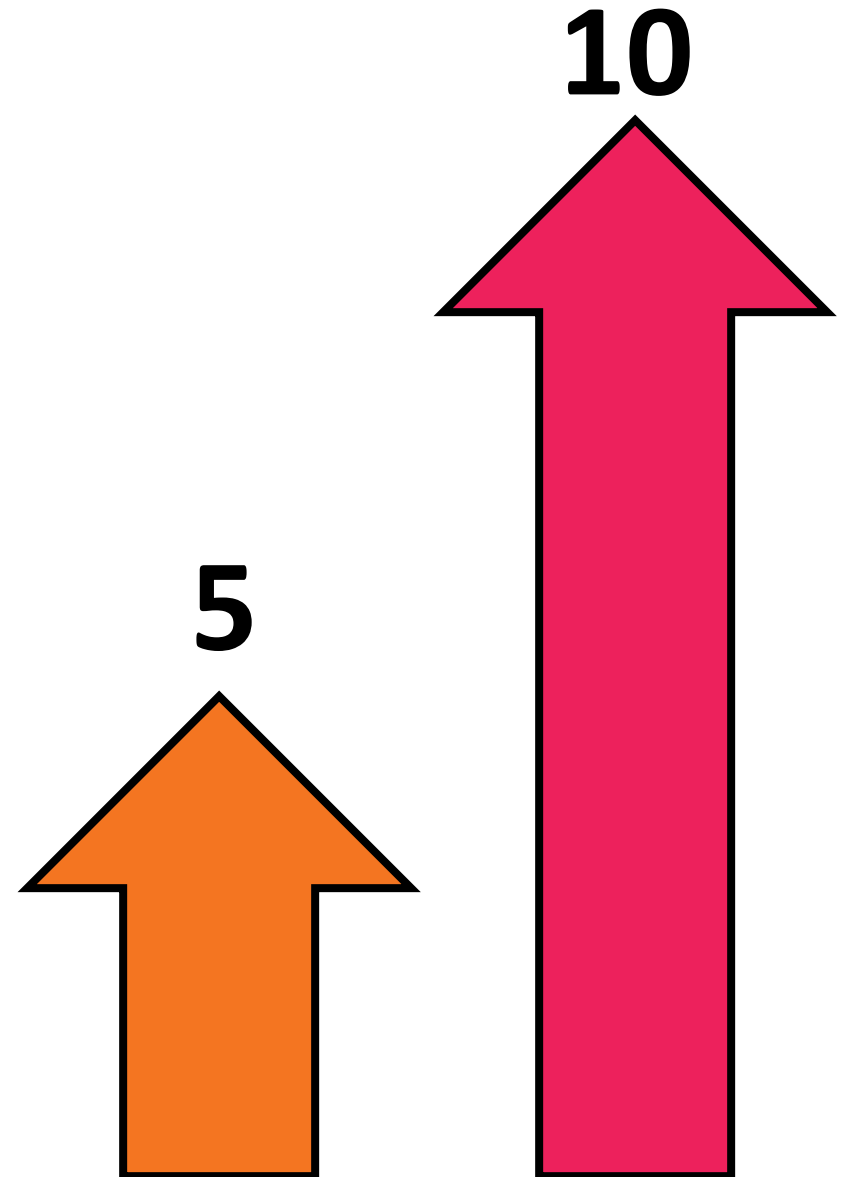
Scale	Rating
1, 2, 3	Low
4, 5, 6, 7	Moderate
8, 9, 10	High

Ratings range from 01 (low) to 10 (high). The higher the rating, the better the candidate's ***probability of success*** in the career.

# SuccessPredictor Rating Example

Different probabilities of success are associated with each *SuccessPredictor* rating.

In general, a candidate with a *SuccessPredictor* rating of 10 has nearly twice the probability of success as a person with a rating of 5.



# SuccessPredictor Custom Rating



Custom ratings such as “Pass” and “Fail” or “Proceed” and “Do Not Proceed” may apply.

If you see a custom rating and are not sure what it means, call your home or head office contact for more information.