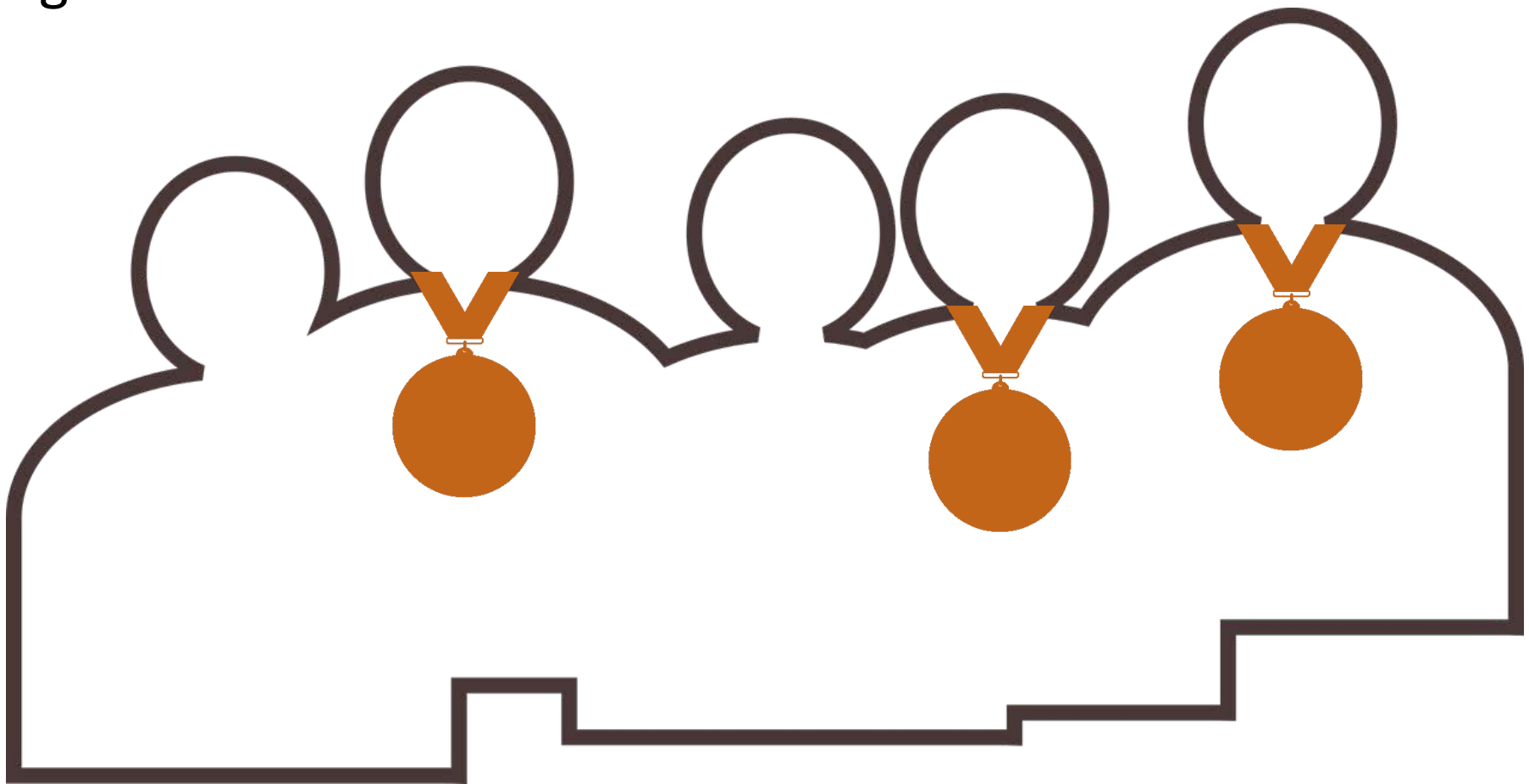# RIGHT*choice* SYSTEM

SuccessPredictor
How Scoring Works
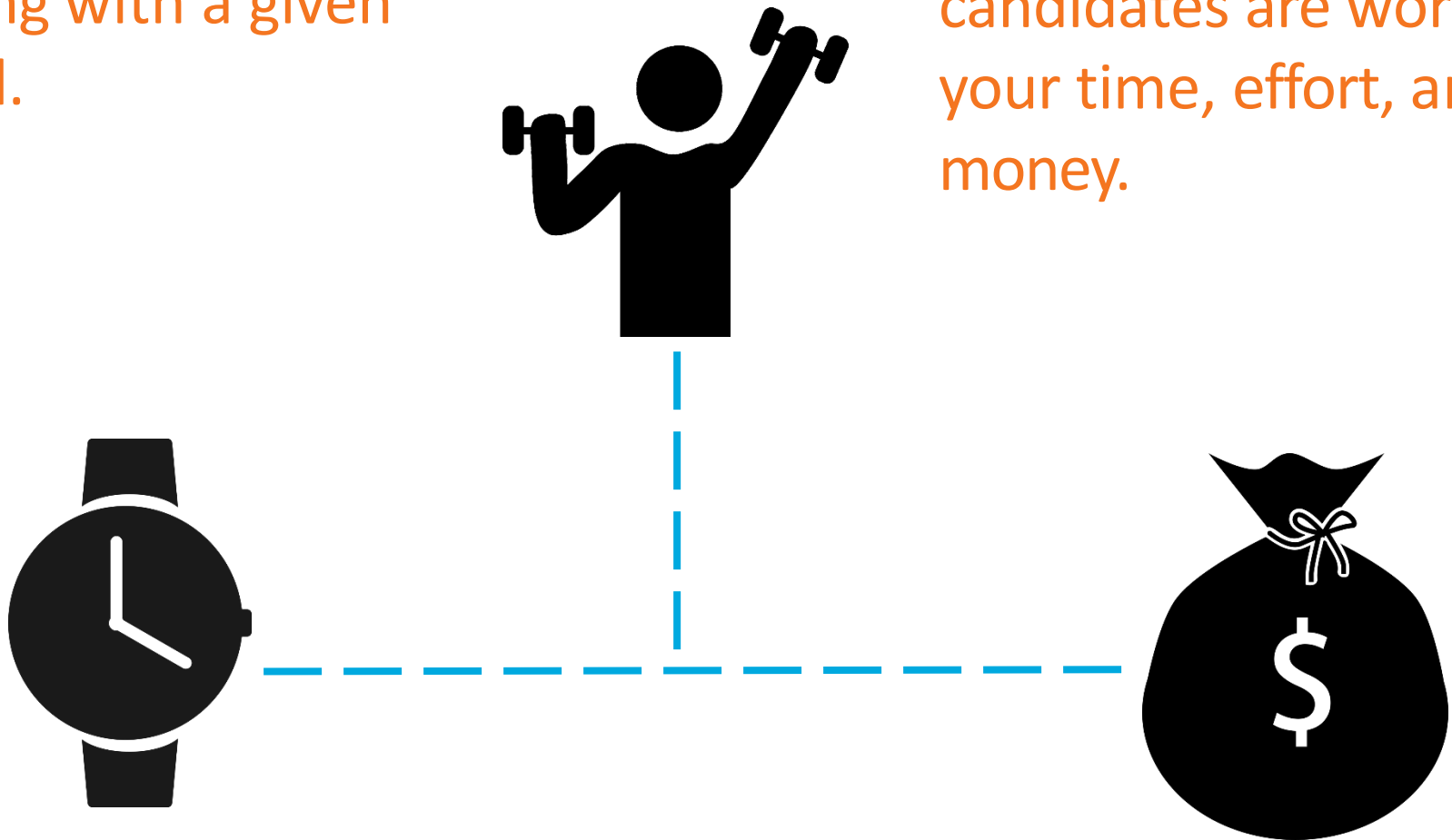
LIMRA

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.
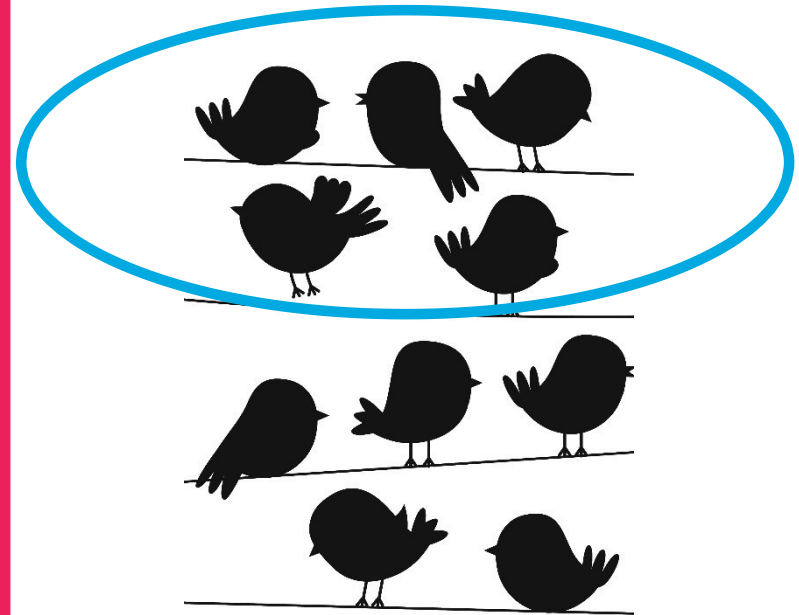
Selection Assistance

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.
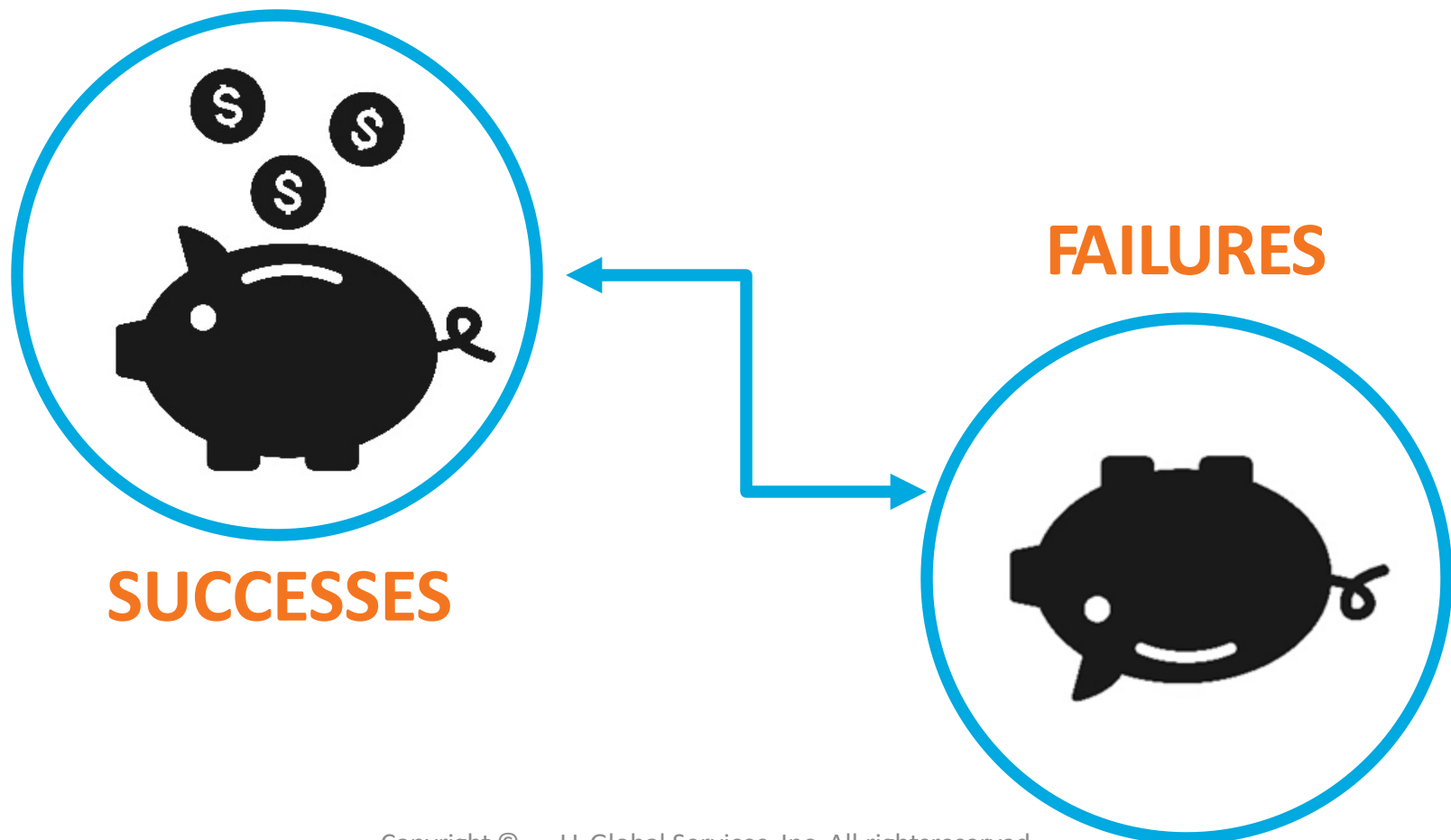
Measure of Success

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.
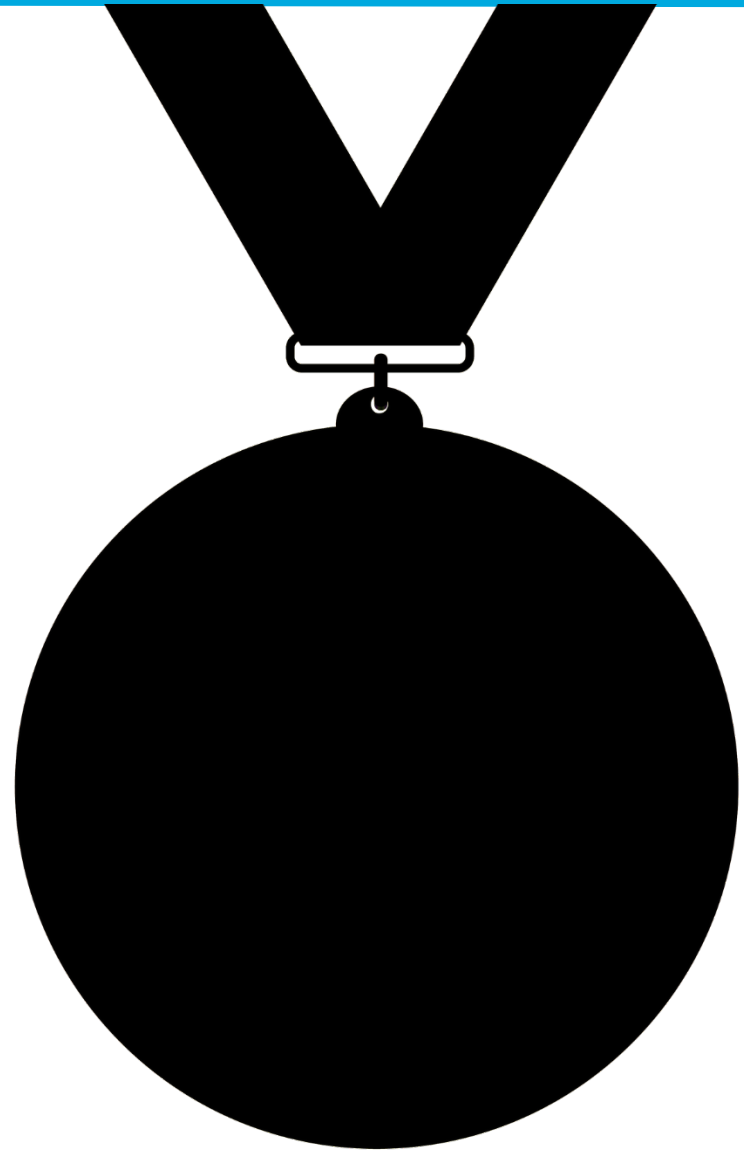
Comparing Candidates

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

FAILURES

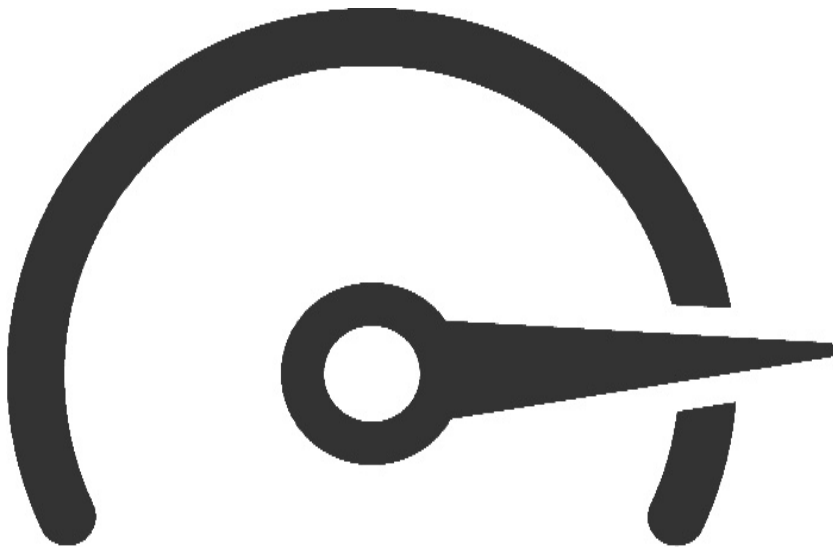**SUCCESSES**

Likelihood of Success

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.
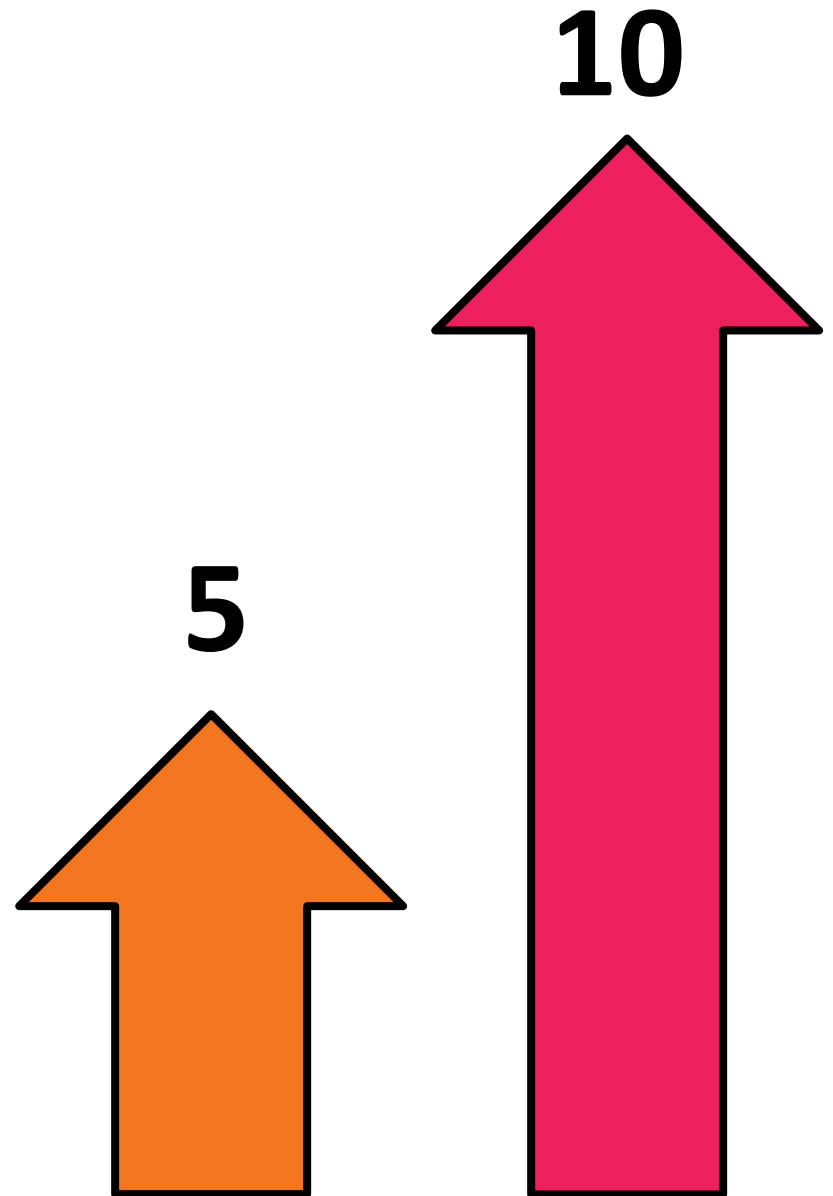
HIGH

LOW

SuccessPredictor Rating

SuccessPredictor rating indicates the candidate's probability of success in a sales career in your organization. Standard ratings range from low to 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.

10

5

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