Case Study

125! years of innovation

The Challenge ⚠

Mercedes-Benz dealerships face significant hiring challenges identifying high performing job applicants. Employees are dealers most inefficient operating variable. High turnover costs and lost sales associated with poor hiring decisions severely undermine business profitability. Conventional hiring practices that rely on intuition and guesswork need to be supplemented with data and intelligence.

The Solution ☝

PerceptionPredict conducted research with 18 dealerships in the US, and 12 dealerships in Australia, measured 60 psychographic traits and collected 2 years of performance data from 406 Sales Consultants and 114 Service Advisors.

Performance results were combined with the psychographic data via statistical analysis to establish Sales Consultant and Service Advisor productivity prediction models. Predictive traits included Playfulness & Humor, Positive Psychology Capital, Social Desirability and Work Ethic.

The Results ✓

Prior to using PerceptionPredict, this dealership profitability was ranked #29 out of 29 large metro Mercedes-Benz stores in 2014.

Subsequently, Return on Sales (ROS) has increased every year and the store became the #1 most profitable store in the dealership network in 2019.

BEFORE PerceptionPredict		AFTER PerceptionPredict	
Sales Units 2014	528	Sales Units 2018	898
Sales Units 2015	655	Sales Units 2019	1427
Sales Units 2016	693		
Sales Units 2017	626		
Sales Productivity 2014	5.50	Sales Productivity 2018	9.35
Sales Productivity 2015	6.82	Sales Productivity 2019	14.86
Sales Productivity 2016	7.22		
Sales Productivity 2017	6.52		
Turnover	70%	Turnover	10%
Profitability	29/29	Profitability	1/29

* Dealership name withheld for confidentiality

* **Sales Productivity** = average vehicles sold per sales consultant per month

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Sector: Automotive

Job Roles: Sales Consultant
Service Advisor

Dominic Ford
General Manager
Mercedes-Benz of South Orlando

I love this system!
"Perception accurately predicts sales performance before we hire……pure gold!"

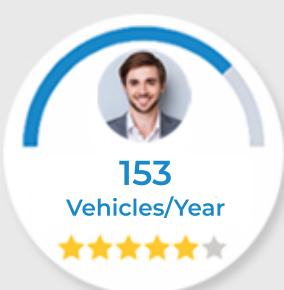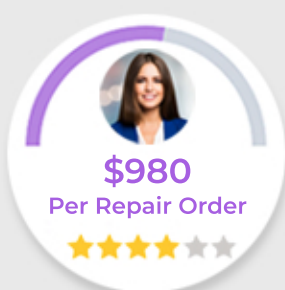### How PerceptionPredict Works

Watch the video ▶

Robin Mainali
Dealer Principal Equity Partner
Mercedes-Benz Gold Coast

Consistent
"PerceptionPredict has consistently helped us identify the right person for the right role."

Service Advisor Performance Prediction

$980
Per Repair Order
★★★☆☆

Sales Consultant Performance Prediction

153
Vehicles/Year
★★★★☆

Call: 480-613-3470

Book a demo