



# sales performance Insights

## Harnessing Amcor's Sales DNA

Amcor is the world's leading packaging manufacturer, offering customers the highest quality packaging solutions with partnerships built on service, reliability and excellence. In a highly competitive global marketplace, a high-performing, customer-focused sales team is absolutely critical to Amcor's success.

Since 2010, Amcor has used the **Sales Performance Insights Questionnaire (SPI-Q)** as a key component of their sales selection and sales development process to ensure the right people are hired, to fast-track their sales success, and to ensure their strengths are maximised over the long term.

### Understanding the "Sales DNA" of new hires

Amcor discovered the power of the SPI-Q when a number of existing sales managers completed a trial version of the questionnaire. The sales managers were provided with feedback and a copy of their report, and all found their profiles highly insightful and accurate—one describing the SPI-Q as having captured his "Sales DNA".

The ability to pinpoint the key sales enablers and potential sales inhibitors of both existing sales people in the business and potential new recruits was a highly attractive prospect. As a result, Amcor introduced the SPI-Q as a key element of the selection process for all new Business Development and Account Management positions, replacing a generic personality instrument that had been used previously.

Performance Insights now provides Amcor with a feedback report designed to help sales leaders evaluate the suitability of candidates for the job, containing tailored interview questions designed to explore areas of potential concern.

### Enhancing sales performance and identifying Amcor's Sales Blueprint

As with many sales-focused organisations, Amcor has invested heavily in providing sales training, defining sales values, and creating sales structures to ensure sustained performance. To take this to the next level, in 2011 Amcor encouraged all sales professionals across Australia and New Zealand to complete the SPI-Q as part of a development program.

"Even our most cynical sales managers responded really positively to the SPI-Q insights and feedback discussions. The development program was a real success."

*Helen Casey, HR Director*

The aim of the program was to increase the self-awareness of individuals regarding their sales style, and to identify ways to leverage sales strengths and overcome potential derailers. Focused development plans were created to apply the insights individuals had gained and to maintain momentum and impact from this program. A 95% participation rate and overwhelmingly positive feedback demonstrates the value that the individuals gained from this program.

Performance Insights also analysed the overall results of the sales group for the senior leadership team. This analysis identified Amcor's Sales Blueprint, highlighting key strengths across the team and critical gaps that could then be considered in light of the overall business and growth strategy.

## A long-term commitment to sales success

Amcor continues to use the SPI-Q as a key component of their sales selection process. All successful applicants partake in an on-boarding development discussion based on their results to ensure they maximise their strengths and fast-track their success within the business.

Amcor's experience with SPI-Q has convinced them of its accuracy and the value of the insightful observations it provides, along with its powerful predictive qualities. The Australian and New Zealand sales leaders are committed to the ongoing use of the SPI-Q, and have shared their experience and success with colleagues globally; recommending the organisation embrace this breakthrough measure of sales performance across the entire sales organisation.

### Access the 'Sales DNA' of your sales team today

Contact Performance Insights to learn how to use the SPI-Q to enhance sales performance in your organisation.

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