

# How Much Does it Cost to Replace a Sales Rep?

You know your hiring is broken but you just don't have the time or energy to do something about it right now.

Besides, how bad can it really be?

Let's take a look at the data

## COSTS OF A BAD SALES HIRING SYSTEM

{AVERAGE COST OF REPLACING A SALES REP}

**\$114,957**

Separation costs  
Replacement costs (e.g., lost time in territory)  
Training costs  
Acquisition costs

(source: DePaul University's Sales Effectiveness Survey)

{AVERAGE TURNOVER RATE FOR SALES}

**28%**

(source: DePaul University's Sales Effectiveness Survey)

## REWARDS OF USING A DATA-BASED SALES HIRING SYSTEM

{AVERAGE INCREASE IN SALES REVENUE BY USING AN ASSESSMENT TO HIRE}

**20.7%**

(source: Farrell & Hakstian, 2001)

{AVERAGE INCREASE IN QUALITY OF HIRE BY USING AN ALGORITHM}

**50%**

(source: The Harvard Business Review)

{AVERAGE NET GAIN IN SALES PRODUCTIVITY PER SALES REP OVER THEIR TENURE}

**\$778,050**

(source: Farrell & Hakstian, 2001; HBR; U.S. Bureau of Labor Statistics)

## THE BOTTOM LINE

Assess what's not working about your sales hiring today and fix it to increase your bottom line.



Go to [www.idealcandidate.com](http://www.idealcandidate.com) to get matched with top salespeople today.