Case Study Overview:

PeopleBest Analytics Unlocks $150 Million in Sales Growth for Financial Services

National financial services corporation uses PeopleBest's human performance analytics platform to maximize revenue.

PeopleBest

Situation:

A global financial services in the leadership development space has the goal of doubling their business partners as quickly as possible.

A national financial services company with 849 managers had hit a growth wall.

While some salespeople consistently outperformed their peers, leadership couldn't explain why. **Traditional hiring produced inconsistent results,** one top performer might emerge, but many others struggled to meet expectations.

Strategy:

PeopleBest introduced its Human Performance Analytics Platform with a bold objective: uncover the invisible DNA of top performers and translate it into a repeatable system for hiring and development.

The project analyzed **433 salespeople** across the organization. Instead of relying on surface-level indicators like résumés or past experience, PeopleBest mapped the deeper behavioral code driving sustained sales performance.

The results revealed a **40% FIT Zone**—a unique profile of traits and competencies consistently shared by the highest performers.

By focusing hiring efforts within this FIT Zone, the company would generate an additional $150 million in sales growth over three years, $50M annually.

This wasn't a projection. It was science.

Results:

The impact of this solution, on behalf of our client, resulted in the following:

- **$150,000,000 in forecasted sales growth**, directly linked to smarter hiring.
- A repeatable, data-driven system for identifying and replicating top performers.
- Recruiters and managers armed with predictive insight instead of guesswork.
- Training teams empowered to design targeted development plans that close skill gaps faster and raise overall performance.

For the first time, the company could see - before hiring - who was likely to succeed and how much revenue that success would generate.

Key Takeaways

This engagement demonstrated that predictive human analytics is more than hiring better people—it's about transforming potential into measurable business outcomes.

With PeopleBest, leadership gained:

- Confidence that every hire could be measured against future impact.
- A roadmap to replicate top performers at scale.
- Proof that predictive analytics can directly drive **nine-figure revenue growth.**

Meet PeopleBest

"My goal for PeopleBest, when I started it back in 2005, was to find a way to accurately understand who a person was and combine that with what was expected in a job, team or company. Fast forward to today, where we specialize in using our AI-based software to bring together people for a mutually beneficial and successful outcome throughout the world.

As long as people and companies still need each other, we will continue to help each other achieve their highest potential and success."

- Jim Hunter - Founder/CEO, PeopleBest

PeopleBest specializes in using essential performance data and people metrics to discover the best talent for the job and 'FIT" for the culture. Their data-driven methodology results in a custom JobFIT per role through their proprietary analytics process.

Discovering the true drivers of 'FIT' for any role, ability to change with demand and support a culture where collaboration and trust position you as a 'Brand of Choice'. Book a demo and set up a time to chat with one of our specialists.

For more information visit: **peoplebest.com** or contact us at **hello@peoplebest.com** or call us at: **714.685.1020.**

Over 1 Million Profiles Across 442 Companies