



“Adding Wonderlic testing to our hiring process transformed a largely intuitive or ‘gut feel’ approach to a more science-based decision, which gave us more confidence in our ultimate hiring decisions.”

Client Spotlight: Acquirent

Chicago-based Acquirent is a leading provider of outsourced sales solutions and services. Established in 2004, it has grown from a few founders with a small client base to a booming business with over 100 employees. While Acquirent may have had humble beginnings, it now serves businesses of all types and sizes – from small start-ups to Fortune 500 companies.

Acquirent focuses on three key areas to build exceptional sales teams:

1. Recruiting high-performance sales professionals to sell client products and services.
2. Training for team members that covers the latest in sales technology as well as tried-and-true sales techniques to enhance productivity.
3. Managing sales teams through the active involvement of managers and the use of sophisticated customer relationship management (CRM) technology.

Acquirent Demands Top Sales Talent

Clients turn to Acquirent to turbocharge their sales, oftentimes outsourcing all sales activity to Acquirent. With so much at stake, Acquirent has to assemble top-tier talent capable of delivering stellar results for their customers. In order for Acquirent to build strong sales teams, it is critical to hone in on top-performing candidates who are solid matches for each sales position.

Making the wrong hiring choice can prove to be very costly. According to Acquirent Executive Vice President, Geoff Winthrop, the cost of a bad hire can be \$5,000 - \$10,000 or more. But if a client is lost due to mismanagement of the account, the expense can be upwards of \$100,000.

Wonderlic Simplifies Hiring

On average, Acquirent receives 20–30 applications for every job opening it lists. It needed to efficiently compare large numbers of candidates, while ensuring it could quickly identify and focus on the strongest contenders. By turning to Wonderlic, Acquirent was able to streamline and standardize its hiring process, allowing it to pursue client engagements with confidence.

Winthrop states, “By helping us weed out the bad fits, Wonderlic testing allows our recruiting team to spend more time focusing on ideal candidates, which saves time and money.”

Acquirent results provide further evidence that Wonderlic assessments can help businesses make better hiring decisions. Winthrop explained, “Adding Wonderlic testing to our hiring process transformed a largely intuitive or ‘gut feel’ approach to a more science-based decision, which gave us more confidence in our ultimate hiring decisions.”

Acquirent credits Wonderlic with making its hiring process faster, easier and more consistent. The consulting assistance



CLIENT STORY

provided by the team at Wonderlic was also a tremendous benefit. A Wonderlic follow-up study documented that its tests were strongly predictive of the ultimate performance of individuals who were hired by Acquirent. The study will also enhance Acquirent's ability to maximize the effectiveness of the assessments by enabling Acquirent to focus on the most vital areas when hiring. In particular, the study confirmed that personality is imperative to its sales roles, and was the best predictor of on-the-job success.

Geoff recommends that other businesses give Wonderlic a try. "The assessments are a great sales tool for us. Our clients love the tests and the insights the data provides," said Winthrop.