

Identifying great sales people for Volkswagen



Volkswagen

Volkswagen is one of the world's leading car manufacturers and, to support actual and predicted sales growth in Germany, sought to identify and recruit new sales staff by deploying standard, online assessments.

The challenge: identifying great sales people for Volkswagen

Volkswagen needed to recruit a large number of new car sales people – and to find a way to do this across its operations in different countries in a standardised and consistent way.

The solution: online assessment to assess sales competencies and reflect the brand

In order to identify the strong candidates suitable for the roles available, Volkswagen decided to adopt *cut-e's* pre-selection assessments across its operations.

This includes an online assessment of sales relevant competencies and a memory test. Both to embed and reflect the corporate identity of Volkswagen, the memory test was designed using photos of VW models.

The outcome: additional information for the recruiter and a taste of Volkswagen for the applicant

The sales competency assessment offered solid information and, by including a test featuring Volkswagen products, the applicants were able to gain an insight into the products with which they may work. The assessment results gave the Volkswagen recruiters relevant and additional information which would not have been previously available.