

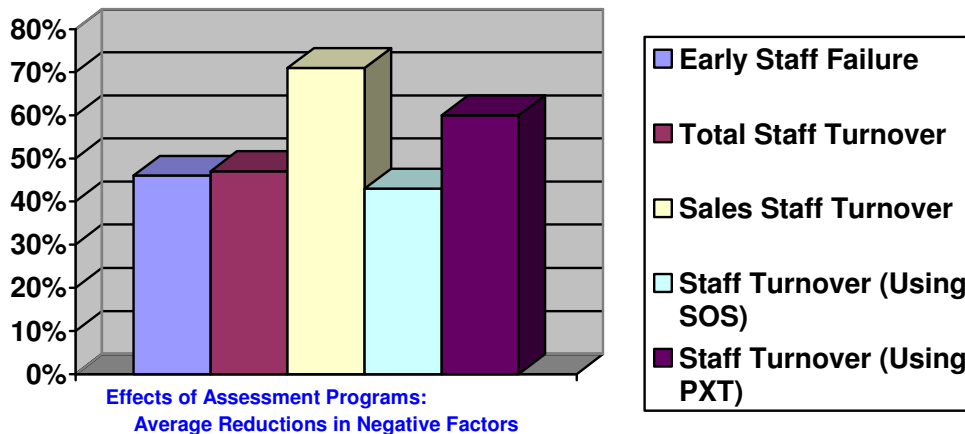
The average ROI by using Profiles Assessments is \$26.30 for every dollar invested!

In a review of 25 studies that quantified the effects of using Profiles assessments, it was found that the following benefits were derived:

- The average ROI was \$26.30 returned for every dollar invested
- The average reduction in early failure rate was 46%
- The average reduction in employee turnover was 47%
- The average reduction in Sales Department employee turnover was 71%
- The average reduction in early failure due to the Step-One-Survey was 43% and the ROI was \$26.85 for every dollar invested
- The average reduction in employee turnover by using the ProfileXT was 60% and the ROI was \$33.33 for every dollar invested
- In all cases where assessments were used within the sales team, sales increased as a result

Individually, any of these results would be an impressive argument for the use of assessments. Together, they present overwhelming evidence that:

“Proper use of valid, reliable assessments in hiring, selection, promotion and management development can dramatically improve the functioning and profitability of a wide variety of businesses”



If you would like to know more about the ProfileXT and/or the Step-One-Survey II, please email Mark Purbrick (mark@profiles.net.au)