

OAD JOB VALIDITY STUDY
EXECUTIVE SUMMARY



POSITION: RETAIL STORE SALES ASSOCIATES
INDUSTRY: FITNESS PRODUCTS

Purpose – of this study was to determine statistically significant (valid) relationships between OAD measures of personality traits and job behaviors with measured job performance. These relationships satisfy EEOC demands for job relatedness and assist clients to better recruit, manage, and develop individuals for the Store Manager position.

Performance Criteria – was Variance Goal. This is a measure of a Sales Associate’s total dollar sales in ratio to an assigned quota. This ratio accounts for the nature and size of store locations.

Analysis Results – below are listed the statistically significant results of the correlations between the OAD Survey and performance measures. The cut-off established by the EEOC and the American Psychological Association is .05 (i.e. a less than a 1 in 20 chance occurrence). Note that a .01 level of significance means that there is a 1 in 100 chance of occurrence.

Variance Goal and OAD:			
Traits		Perceived Job Behaviors	
Constructs	Significance Level	Constructs	Significance Level
Higher D / Lower A	.04	Higher D / Lower A	.01
Higher D / Lower E	.002	Higher D / Lower E	.04
Higher D / Lower P	.01	Higher D / Lower P	.01
		Higher E / Lower P	.03

Interpretation – The most successful Sales Associates exhibited Traits and Perceived Job Behaviors like or very similar to the Coordinator pattern (see illustration 1). The least successful Sales Associates exhibited Traits and Perceived Job Behaviors like or similar to any of the Builder patterns (Adventurer, Pathfinder, Influencer, or Negotiator, see illustration 2).

Illustration 1, Most Successful

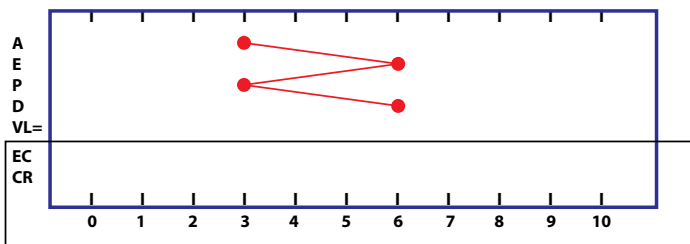
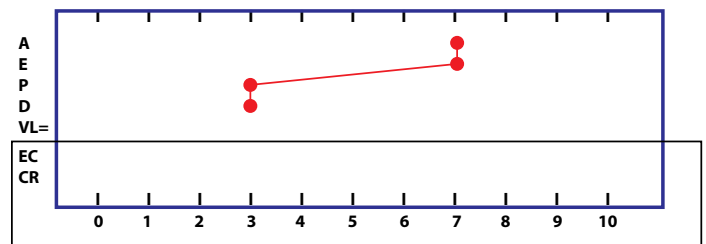


Illustration 2, Least Successful



By temperaments and job behaviors the most successful Sales Associates are outgoing and social people who sell in a “low pressure”, service-oriented manner; they are amiable, supportive, and reassuring personalities. Additionally, they possess a strong sense of urgency, are responsive to variety and change, and attentive to details and follow-up.

Conversely, the least successful Associates use more assertive and “high pressure” sales approach, like to close sales as quickly as possible, and don’t like to get involved with much detail or follow-up activities.

Generally speaking, the temperaments of the least successful Sales Associates illustrated in this study have repeatedly been researched as the best Territory Sales Representatives. This study shows that sales success is situational – inside (store) selling versus outside (territory) selling and a service approach as opposed to a more selling approach.