

“TriMetrix reduced turnover by 75% and increased sales by 50%.”



Where Talent Meets Opportunity™

TriMetrix Constructs a Solid Foundation for a Homebuilding Firm in Texas

The Power of TriMetrix

TriMetrix is the only system in the world that starts by benchmarking a job and then looks at why, how, and what an individual can contribute to the job. This time-tested and proven system is guaranteed to find the best candidates for any position. TriMetrix is more than just a selection tool; it's very effective for developing, and most importantly, retaining your valuable employees.

Just take a look at how it helped the following homebuilding company...

The Challenge


Last year, a Houston-based homebuilding firm faced an escalation in turnover and a decrease in sales. Market share, productivity and survival were all in question. The market was there, but the company simply couldn't get to it with its sales-force in constant churn.

The firm's problems were the result of poor hiring decisions caused by a lack of understanding of the sales job. Hiring managers did not know what talents were necessary for success. The company faced dire consequences if they did not find a solution quickly. They needed help. And fast.

The Solution

The firm turned to a TriMetrix certified consultant to help solve their problems.

The consultant informed the management team that a successful salesperson at another company might not be as successful at theirs because of their unique culture and rewards system. He explained that because every



“Companies that use TriMetrix as part of their hiring process see an average increase in successful hires of more than five times.”

company was different, sales-forces must also be unique. Experience couldn't tell them enough about future performance. They had to look deeper.

A solution was promptly implemented. The consultant began by benchmarking the sales job, which meant bringing all of the stakeholders together to analyze the job. By using validated tools and proven processes, he articulated how the job should be done.

The TriMetrix system allowed the consultant to use validated assessments that clearly identified what the job is asking for and what the candidate has to offer. These reports could easily be compared to show the correlation between the candidate and the job benchmark.

The next step was to begin developing targeted interview questions around the benchmark. The interview questions addressed specific needs the sales position required. Combined with the assessments, the interview questions delivered the perfect one-two punch to find superior performers for these sales positions.

The Results

The homebuilding firm only hired top talent who could fix the company's problems. In less than one year, the TriMetrix system reduced turnover by 75% and increased sales by 50%. After seeing the success of the system, the firm extended TriMetrix into its homebuilding division and benchmarked every executive's position including CEO. Widespread organizational improvement continues to this day, thanks to the knowledgeable consultant and TriMetrix.

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