

Facts About Sales Turnover

3 Months – average time for turnover of a new hire

40% - cost of a hiring mistake as a % of the annual base salary

\$11,865 – total cost of hiring the wrong sales person

Pre-Employment Costs:

advertising, pre-screening, interviewing, testing, background checks, travel, recruiting fees, lost opportunity

Employment Costs:

salary - 3mos., FICA, workers compensation, unemployment comp, health & life ins., vacation & holiday pay, new hire processing

Support Costs:

physical, drug test, phone, IT set-up & support, office supplies, business cards, software license, office furniture, manuals, sales supervisor costs, admin. training & support costs

Calculating Your Company's Cost of Sales Turnover

Cost of a Hiring Mistake for an Outbound B2B Telephone Sales Representative with a base salary of:	\$30,000
Pre-Employment Costs	\$1955.
Employment Costs	\$5960.
Support Costs	\$3950.
Total "Cost Of A Bad Hire"	\$11,865.

\$11,865. is the average - "Cost Of A Bad Hire" – of course it varies from company to company. The important point is to understand what your company's actual cost is, and then to recognize for .25 per applicant, you could eliminate a majority of your "Bad Hires" – and put that money right back to your bottom line. Calculate Yours!