

Engagement drives sales performance.

The Study:

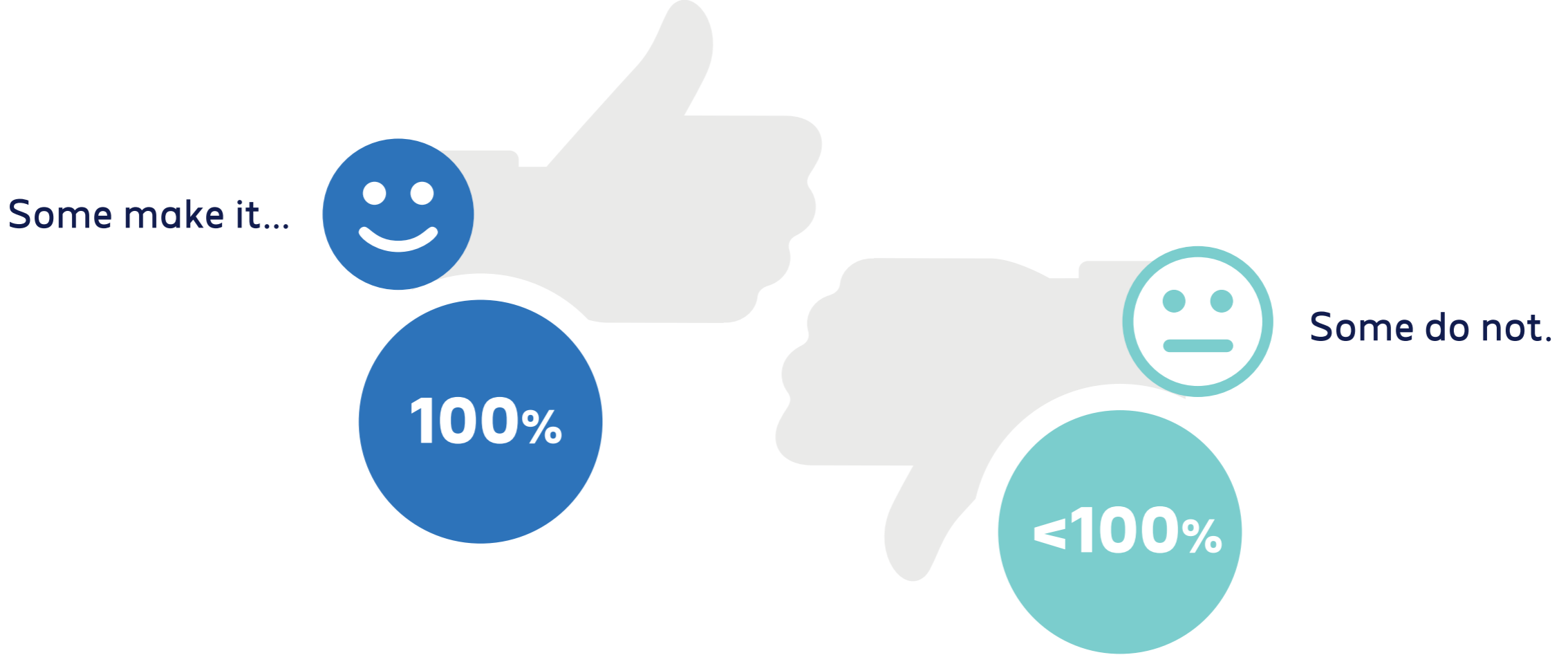
The ADP Research Institute (ADPRI) conducts primary quantitative research to explore the relationships between engagement and different performance variables.

The results:

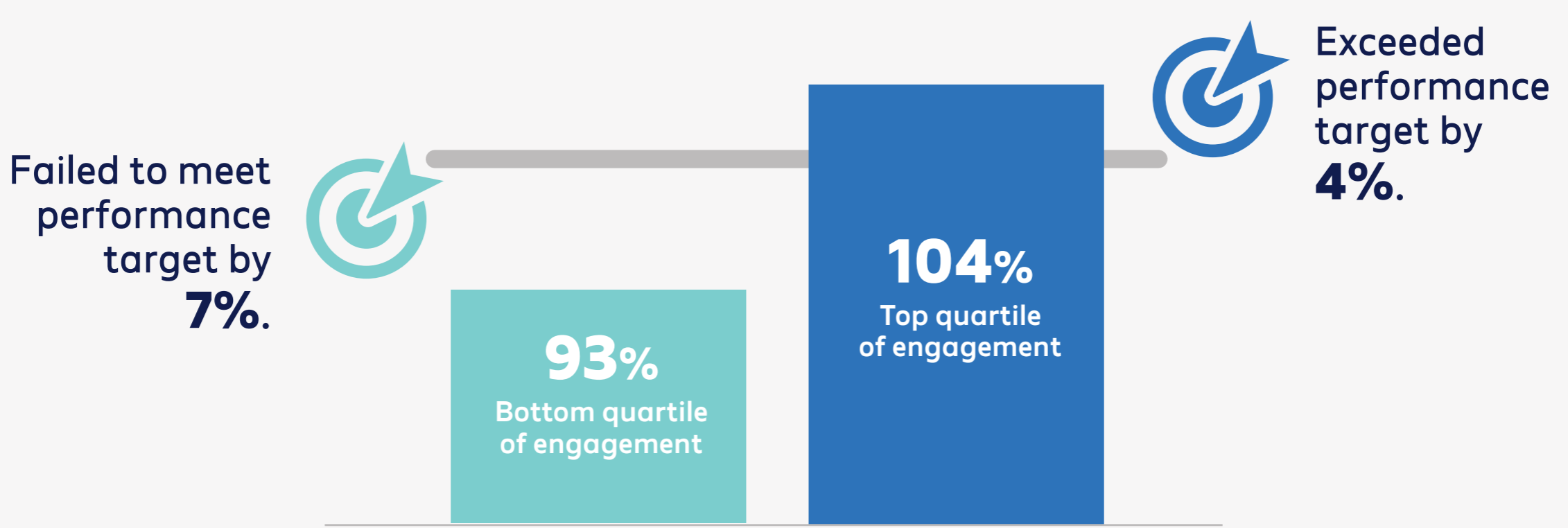
Multiple studies show the relationships between engagement and performance to be strong and stable.

Engagement is closely linked to sales performance.

Individuals in sales often have a set quota that they must reach each year.

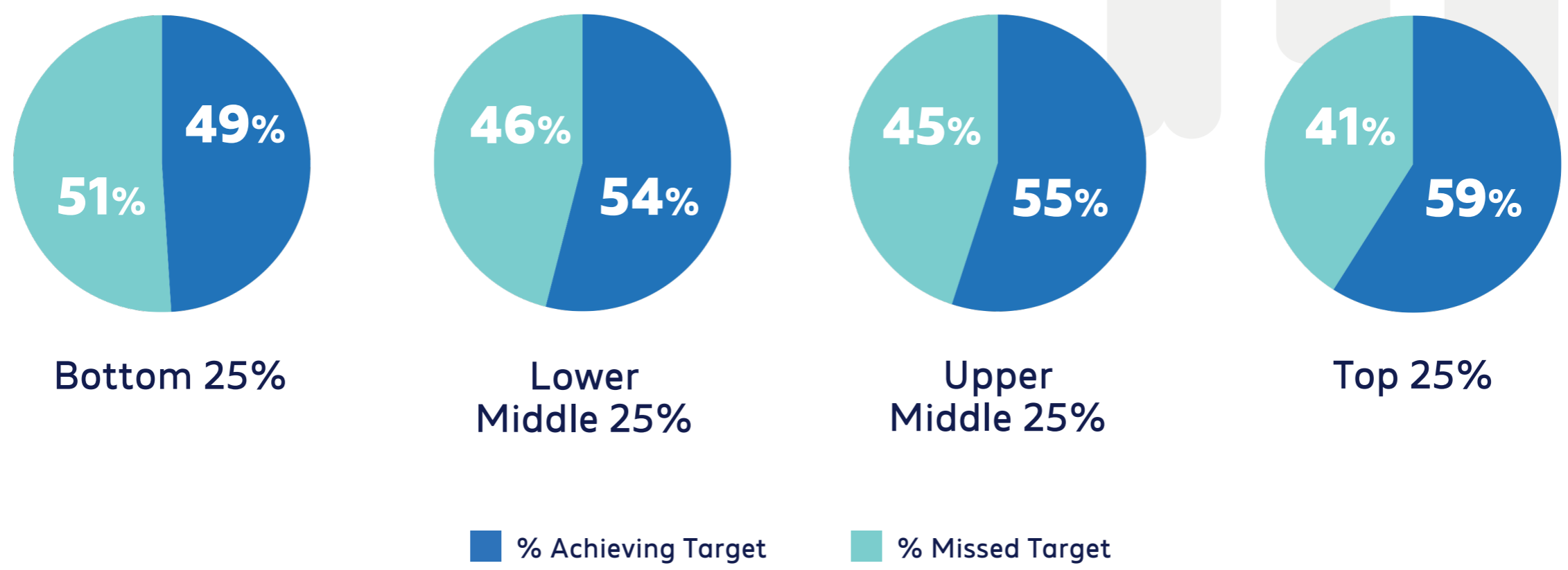


Comparison of top quartile compared to bottom quartile of engagement.



Digging deeper into the individual differences by engagement quartile:

As individual engagement increases so does the percentage of individuals who achieve their target.



Download the full report at adpri.org