

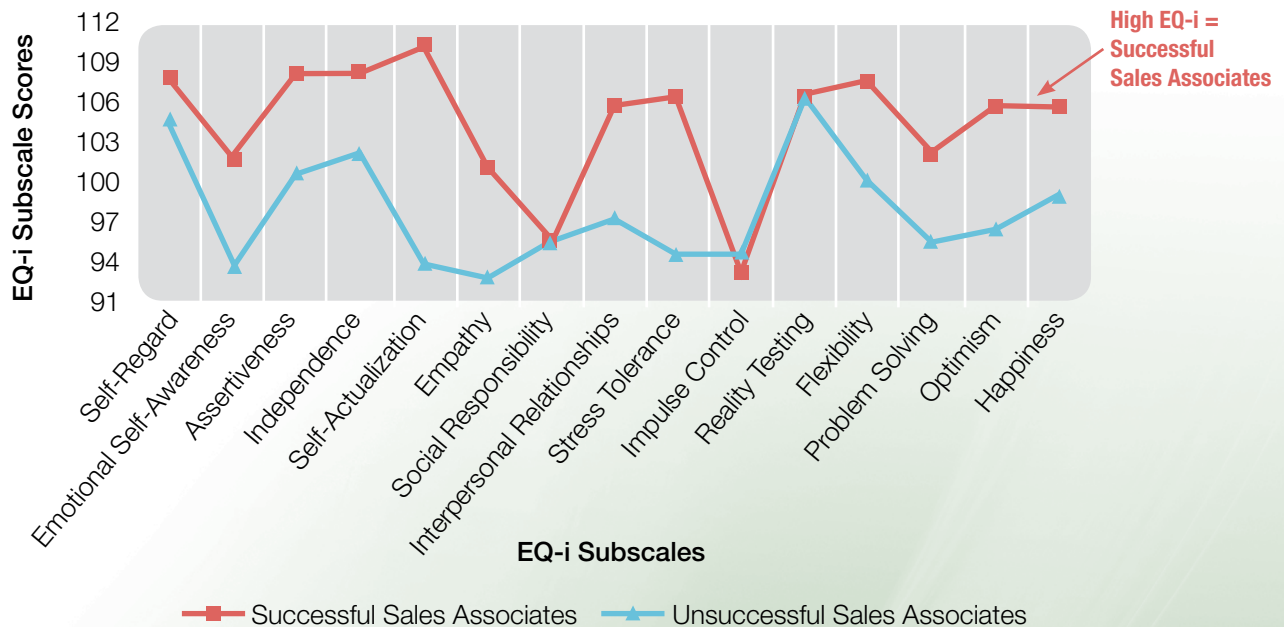
CIBC

Purpose

To determine key emotional intelligence characteristics that define successful sales representatives at CIBC

Results

The CIBC Global Private Banking and Trust team conducted a study where their high and low performing sales representatives were given the EQ-i assessment. Many EI skill-sets are clearly conducive to higher performance. As shown in the chart below, the two key EI skill-sets for success were interpersonal skills and self-actualization. Interestingly, having a lower score in impulse control in combination with higher scores in other EI areas, translated into higher performance amongst sales representatives.



ROI Impact

CIBC now uses the EQ-i study results as a predictive model for both the selection of new personnel and in leadership development. This is because they found that:

- An individual's EQ-i test scores accounted for **32% of his or her booked sales and 71% of pipeline sales.**

Takeaway

Using the EQ-i predictive model for **Selection** and **Leadership Development** generates:

- **Better selection of sales representatives**
- **Higher performance from sales representatives**

