

# Qvinci Software Case Study

Hiring Salespeople with the Drive to Succeed



Qvinci empowers decision-makers in the accounting, franchising and multi-unit organization markets by cost-effectively providing them with near real-time cloud-based financial data consolidation, reporting, business intelligence and workflow management. Qvinci has been producing award-winning financial reporting solutions since 2007.

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**Size** | 11-50 Employees  
**Industry** | Computer Software  
**Location** | Austin, Texas  
**Client Since** | 2018



**Brad Adams**

President, CEO & Chairman of the Board

## THE BUSINESS CHALLENGE

In 2015 and 2016, Qvinci faced the problem of hiring what turned out to be "extremely inadequate sales staff." "They were all good people, but most of them could not sell at any material and sustainable level," Brad said. Knowing that the sales staff at Qvinci historically lacked the basic aptitude for sales, Qvinci's goal going forward was to get out of the habit of hiring people who thought they were salespeople but were actually "order takers." And according to Brad, "the true salesperson is a rarity and finding them is a real challenge."

## IMPLEMENTATION OF A SALES ASSESSMENT

In early 2018, Brad chose SalesDrive for its simplicity and directness as it relates to the key attributes of a salesperson – Drive and Need for Achievement. "We looked at many other solutions, but SalesDrive seemed to be simple, easy to use, direct and to the point," Brad said. "Furthermore, Dr. Croner has been extremely generous with his time in explaining to us how to really utilize the process and interpret the results." Qvinci has chosen to implement the SalesDrive assessment right after the initial phone introduction, giving the hiring team greater insights into their candidates from the very beginning. "It saves our team valuable time from going through a complete, exhaustive interview process, only to find out later on that the candidate is woefully deficient in the Drive and Need for Achievement categories," Brad said. "We now avoid them at all costs!"

## THE RESULTS

Qvinci has had "great success with SalesDrive." "The salespeople we have hired, who have scored high on Drive and the Need for Achievement aspect of the DriveTest®, have largely been successful at Qvinci," Brad explains. "Furthermore, the coachable aspects of the DriveTest® have been valuable as well. Those people we have hired, who scored lower in the coachable areas, have had those exact problems in real life and we were able to address them before they became an issue. The true winners, those salespeople with high Drive and Need for Achievement are extremely rare and difficult to find, and the SalesDrive Assessment is a tool that has helped Qvinci find and develop the sales talent we have today. Our team today is impressive."

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The people who scored high on the SalesDrive Assessment have achieved the desired sales result at Qvinci. Further, in those coachable areas, we know where to focus our attention in the sales onboarding process.

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## LOOKING FORWARD

When asked what the future holds for Qvinci, Brad replied, “We recently evaluated seven sales candidates, and only one of them scored in an acceptable fashion on the DriveTest®. When we spoke with the low-scoring sales candidates on the phone, using the questions provided in the SalesDrive assessment report, it was obvious that these people were not true salespeople with the Drive and Need for Achievement which would dictate success.” Qvinci plans to continue their progress of hiring only high-potential sales candidates with the assistance of SalesDrive.

## ADVICE TO OTHER BUSINESSES

To wrap things up, Brad would like to offer the following advice to prospective business leaders and decision-makers who are considering SalesDrive:

“Speak directly with Dr. Croner. His level of knowledge of the sales process, and his willingness to give you his time to help you understand the assessment process and how to interpret the results was impressive. There are a lot of assessments out there, and a lot of people will misinterpret them because they just look at a couple of features.”

“The SalesDrive Assessment breaks down the absolute ‘gotta haves’ like Drive and Need for Achievement in addition to coachable aspects. So, in the interview process the hiring managers can determine whether this person can be coached, if they are slightly deficient in one or more of the coachable areas.”

“Dr. Croner has been invaluable to me and my team in helping us really understand what the SalesDrive Assessment really means. For example, a “Believer” does not score really high on the Drive and Need for Achievement aspect of the assessment. Your company, however, may need a good Farmer. You will learn when using the SalesDrive Assessment that when you pair a Believer with a high-Drive salesperson, that may be exactly what your company needed.”

“My concluding point is, Dr. Croner helped me really understand all aspects of the DriveTest® and not to make conclusive statements based upon simplistic views of the traditional sales assessment.”

