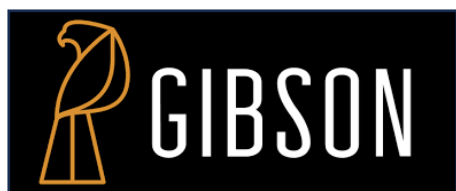


Gibson Case Study

Raising the Bar on Sales Hiring with Drive-Based Assessment



Gibson is a firm of advisors and consultants that help clients get to the proactive side of insurance. We specialize in working with companies looking to find their edge—where they are growing as an organization, differentiating themselves in the marketplace, and preparing for current and future risk. We aim to find the perfect combination of insurance and consulting.

Size | 51-200 Employees

Industry | Insurance

Location | South Bend, IN

Client Since | 2008



Santana Bozman, CPRIA
Talent Connection Manager

THE BUSINESS CHALLENGE

Hiring effective sales talent was an ongoing struggle for the team at Gibson. Traditional interviews often led to candidates who looked great on paper and came across well in person—but later revealed a lack of follow-through or internal motivation to succeed once on the job.

"We were struggling to consistently identify candidates with the right level of drive, resilience, and long-term potential," Santana explained. "Too often, we'd get people with great personalities but not the intrinsic motivation needed to succeed in a consultative sales environment."

It became clear that **interviews alone were not enough**—they needed a better way to predict performance and make confident, data-informed hiring decisions.

IMPLEMENTATION OF A SALES ASSESSMENT

After learning about the DriveTest® assessment and its focus on three core non-teachable traits—Need for Achievement, Competitiveness, and Optimism—the team knew they had found a solution that aligned with their sales hiring philosophy.

"We valued that SalesDrive could measure what's *below the surface*—rather than just trainable skills or personality traits candidates can potentially *fake* in an interview."

Since implementation, the SalesDrive assessment has become a foundational part of Gibson's hiring process. Used in tandem alongside tools like the Kolbe A Index and structured interviews, the DriveTest® gives Sales Team Leaders a more complete picture of a candidate's fit, making it a **key decision-making tool**.

"Our experience with SalesDrive has been incredibly positive. The assessment is easy to administer, the results are intuitive and we've been able to incorporate it seamlessly into our hiring process," Santana said.

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“

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It's not a magic bullet—but it's about as close as you can get to one in the sales hiring space.”

”

THE RESULTS

The impact of SalesDrive has been significant, including:

- Increased clarity and confidence in hiring decisions
- Avoidance of costly mis-hires who lacked true sales Drive
- Stronger performance among new sales hires
- Faster ramp-up times and improved retention
- Better onboarding and coaching, informed by candidate's natural tendencies

“SalesDrive has helped us raise the bar on our sales hiring process. It's helped us **move from 'gut feel' to data-informed decisions**—and that shift has been a game changer.”

As a result, hiring managers feel more empowered, new hires are set up for success, and the organization has seen measurable improvements in both hiring quality and sales outcomes.

LOOKING FORWARD

The team plans to expand the use of SalesDrive across more growth markets and further integrate the assessment into leadership training and recruiting strategy development.

“As we scale and add new producers in key regions, SalesDrive will remain a critical tool for evaluating talent and supporting the development of our recruiting strategy,” said Santana.

ADVICE TO OTHER BUSINESSES

To other business leaders considering SalesDrive, the Gibson team offers this advice:

“If you're serious about building a high-performing sales team, you can't afford to rely on interviews alone. **SalesDrive is the missing piece**—it helps you separate charisma from actual Drive. It's simple to use, easy to integrate, and it provides insights that help you in hiring, onboarding, coaching, and retention. It's not a magic bullet—but it's about as close as you can get to one in the sales hiring space.”

