



refining recruitment

Mercer | Mettl's customized psychometric assessments equipped Vikram Tea with a scientific measure to upgrade its candidate selection criteria and build a highly competent sales team.



welcome to brighter

About Vikram Tea



Vikram Tea Processor Pvt. Ltd. is a tea manufacturer and supplier headquartered in Maharashtra, India. Founded in 1975, it offers a vibrant and aromatic range of tea blends, premixes, tea bags and herbal infusions. The company grew into an INR8.5 billion business in 2020, setting up state-of-the-art plants in different locations and branching out in several cities. The company intends to expand geographically, across India and overseas, its 500+ distributors network and 60 tons-a-day plant production capacity.



Challenges and requirements

Vikram Tea's continual expansion plan required a high-functioning sales team equipped with skills, knowledge and behaviors that enabled it to lead and manage impactful B2C sales deals.

The company sought:



A tool to find the right fit for its sales teams



Development of a detailed competency framework



Assessment of training and development needs



Candidates to match remote work requirements



Tools to identify the right fit for mid-and-senior-level sales profiles

Hence, the company wanted a suite of assessments to recruit better and make meaningful L&D interventions for its existing workforce.

It's a story worth exploring!

A tool to find the right fit for its sales teams

The company's primary objective was to find candidates with the right combination of ethical propensity, sales experience and customer handling skills. It needed a tool that enabled its talent acquisition specialists to hire such individuals after assessing their cultural alignment and a set of sales-focused competencies.

Developing a detailed competency framework

Vikram Tea wanted expert assistance in developing a detailed competency framework for high-performing sales managers. It intended to use the framework as a standard to assess current capabilities and identify development needs while recruiting and selecting sales professionals.

Assessing training and development needs

The company also wanted to thoroughly assess its existing sales managers to identify their training and development needs. The insights from these assessments would help develop a set of targeted development modules.

Candidates to match remote work requirements

One of the company's priorities was to find candidates with integrity who could match the working style and remote work requirements of the business. Thus, it was crucial to assess applicants on key behavioral competencies using customized psychometric assessments.

Tools to identify the right fit for mid-and-senior-level sales profiles

The company needed proficient individuals with relevant sales experience to fit various mid-and-senior-level profiles. It mandated utilizing a valid filter to acquire candidates possessing suitable closure techniques, numerical proficiency and objection handling skills.



How Mercer | Mettl fulfilled business requirements

Mercer | Mettl's experts conducted several meetings with Vikram Tea's officials to understand the company's needs. Afterward, the team offered several inputs to ensure that the organization was on track with its competency-based sales assessment.

The goal was to equip the client with objective insights at every stage of the sales hiring process, which Mercer | Mettl accomplished in the following three steps:

01

Competency framework creation

02

Customizing psychometric assessments

03

Saving time and negating hassles with insightful and data-rich reports

Competency framework creation

Finalizing competencies was the first step in upgrading the client's hiring process. After elaborate discussions, Mercer | Mettl's team devised a customized competency framework, which formed the basis of the sales assessment.

The framework ensured a holistic analysis of candidates':

- Self-confidence
- Result orientation
- Process adherence
- Positive attitude
- Effective communication
- Integrity
- Team management
- Empathy
- Planning and organization
- Strategic thinking
- Innovation
- Ownership
- Critical thinking
- Data analysis
- Problem-solving abilities

Customizing psychometric assessments

Mercer | Mettl provided Vikram Tea with a set of customized assessments specifically crafted for sales hiring. These assessments tested the candidates' ability to think quickly, derive meaning from ambiguity, arrive at meaningful conclusions in potential work scenarios, formulate new concepts and strategies for innovation, etc.

The key highlights of the exercise are explained below:

Holistic candidate evaluation

These assessments helped the client measure critical competencies in an unbiased and objective environment. Aside from evaluating the competencies elaborated in the custom framework, the assessments helped Vikram Tea gain insights into sales-specific candidate skills, such as:

- Rapport building
- Closing technique
- Objection handling
- Data processing
- Numerical efficiency
- LOC (Limit on close) understanding

The test results also provided insights into the factors motivating candidates, besides their behavioral traits, enabling the organization to select the most suitable ones for vacant positions.

Scientific tools

Mercer | Mettl used three types of psychometric tools based on validated scientific theories and practices to create these sales assessments.

- Analyses of positive personality traits to identify culture fitment, trainability and performance
- Measuring motivation, values and preferences to understand what drove a candidate
- Evaluation of cognitive ability to gauge a candidate's ability to derive logical conclusions

Assessments in local languages

Mercer | Mettl helped the client access a larger talent pool across states by customizing and translating the assessments in Hindi, Gujarati and Marathi. Besides, it enhanced the local hiring process, contributing to high-quality regional team-building in multiple cities.

Saving time and negating hassles with insightful and data-rich reports

Mercer | Mettl simplified Vikram Tea's recruitment process with to-the-point, easy-to-understand reports for every assessment, offering holistic insights into the candidates' skills and potential. The detailed, data-rich reports facilitated easy benchmarking and culling of candidates. Additionally, they helped:

- Maintain the results' standardization and accuracy
- Make critical observations of professional behaviors
- Test sales expertise for various job levels

Impact

Mercer | Mettl's sales assessment was a well-developed, validated and predictive psychometric test that served as an objective decision-making tool for Vikram Tea. It enabled the company to improve its existing recruitment strategies and L&D approach.

The insights helped the company undertake structured growth plans and onboard the most efficient sales professionals.

The following highlights elaborate the impact of Mercer | Mettl's psychometric assessments on the client's talent acquisition and development strategy:

Quality sales recruitment

Mercer | Mettl helped the client assess, interview and hire candidates suitable for its dynamic sales profiles. With 20-25 quality hires per month, the company built a strong sales team comprising 250+ new professionals, possessing the requisite aptitude and competence to succeed in inter-state sales.

Leveraging individual strengths

Based on extensive assessment parameters across all levels, holistic assessment reports resulted in a system that enabled Vikram Tea to harness its employees' abilities to effectively target diverse customer needs. This served its core purpose, empowering its employees to optimally utilize their abilities to achieve the desired business results.

Focused training programs

The company utilized the assessment reports to identify its existing workforce's training needs, laying the foundation for initiating focused programs for individual growth. Besides, as specific areas of improvement emerged from the assessments, Vikram Tea's leadership team was better equipped to further the company's talent strategies.

In conclusion, Mercer | Mettl's psychometric assessments' impact on transforming the company's hiring promises a lasting structure to its candidate selection criteria. It has also helped save time and effort while equipping decision-makers with the right tools to address their concerns and fulfill their requirements.



The assessment is designed in a way that we get a score on integrity, LOC, objection handling and other parameters of sales expertise. So, it helps us get a clear picture of strengths and areas of improvement, making it easier for us to train individuals on specific areas.

Mercer | Mettl's team has understood our requirements and developed a set of competencies that are a perfect match. The reports are easy to read and understand, and the platform is extremely user-friendly. We have had a great experience overall.



Farhan Khan

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Vikram Tea Processor Pvt. Ltd.



About us

At Mercer | Mettl, our mission is to enable organizations to make better people decisions across two key areas: acquisition and development. Since our inception in 2010, we have partnered with more than 4,000 corporates, 31 sector skills councils/government departments and 15+ educational institutions across more than 90 countries.

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