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IO CONSULTING FIRM

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Benedek Medical Technologies, Inc.

Knowledge Test Design

Benedek Medical Technologies, Inc. designs, develops, and distributes surgical equipment used for minimally invasive endoscopic surgical procedures. Over the past 5 years, Benedek has rapidly expanded, in terms of products it offers, distribution markets it serves, and workforce talent it needs to design, develop, and distribute products strategically, effectively, and efficiently. Today, Benedek is recognized as an emerging global leader.

Benedek now focuses more time and energy on selecting and developing a direct sales force to distribute products because of tremendous growth and success. The organization's goal is to employ 90 sales professionals, and hire and train them, using a phased approach based on production schedules and product availability.

Benedek has implemented a comprehensive selection process to identify individuals who have the knowledge, skills, abilities, and other characteristics necessary to be successful salespeople and fit the organizational culture. At this time, Benedek has extended employment offers to seven individuals. These offers, however, are contingent upon the successful completion of an intensive 3-day sales training program where success is determined by the participant's performance on a series of multiple-choice tests. The purpose of the program is to educate new hires on the organization's products, including features and benefits; educate new hires on competitor products, including how to position Benedek products against them, provide new hires with experience using Benedek products; and ensure new hires have a clear and realistic understanding of what it takes to be a successful salesperson.

Because the future success of new hires is determined on their mastery of training material, Benedek has contracted with Iwamoto.Crews.Coe to design the multiple-choice tests, and administer and report test results at the conclusion of the initial and subsequent training sessions.