

Wheel City Auto Sales

“The Wonderlic Comprehensive Personality Profile is **amazingly accurate.**”

Client-at-a-Glance

Wheel City Auto Sales has been providing dependable and affordable transportation to thousands of customers since 1993. The dealership is one of the largest independent dealers in the Sioux Falls, South Dakota area, stocking a full line of SUVs, vans, cars, trucks, and motorcycles. Through its exclusive lender, Auto Loan Acceptance Corp., the company provides financing for all credit histories.

Tests Serve as Amazing Predictor of New Hire Success

Like most entrepreneurs, Bruce Nerison, owner of Wheel City Auto, takes hiring very seriously. He is careful to make well thought-out decisions, especially because he chooses to hire salespeople with no prior car sales experience.

“I don’t want to be put in the position of having to retrain someone into our way of doing things,” Nerison says. “It’s much easier to teach someone from the ground up than to retrain them.” It’s important to Nerison to make the right hiring decisions to keep his business successful. Yet, he’s ruling out candidates with a proven track record of success in his industry. So, along with interviews and references, Nerison relies on the Wonderlic Comprehensive Personality Profile (CPP).

The Wonderlic Comprehensive Personality Profile is a personality profiling system that describes a candidate’s job-related strengths and weaknesses, and measures traits such as intuition, sensitivity, assertiveness, and recognition motivation.

Nerison’s use of the assessment has worked better than he imagined and he says the results are nothing short of astounding. “**The Wonderlic Comprehensive Personality Profile is amazingly accurate.** I mean, it’s weird how accurate it is. I’ve seen it, over and over again. An accountant is going to score very differently than a good sales person. Are we really that predictable? The answer is, yes.”

Before using the Wonderlic Comprehensive Personality Profile with job candidates, Nerison asked his existing star employees to take the test. He uses their test scores as a benchmark to see how well potential hires stack up against his best performers. For Nerison, the closer those potential hires get to his stars’ scores, the better. “I want people to have high emotional intensity, high trust, and a lot of drive,” he says. “This test is really valuable for predicting who is going to stay put for a while and do a great job for me.”



The proof of his success with the Wonderlic Comprehensive Personality Profile shows in the salespeople Nerison sees every day on his sales floor. “We don’t have a lot of turnover here,” he says. “That’s because we hire the right people who are capable of doing the job. You can have the best work environment in the whole world, but if you hire the wrong people, you’ll have turnover. We don’t.”