

Chally Assessment™

How to Read a Best Fit Report (Sales Roles)

Best-Fit Report

October 16, 2020

Chally Assessment™

Best Fit Report - Sales Roles
Jane Sample

Prepared For:
Chally Assessment, LLC

Chally

Summary of Profile Fit Scores

Different sales roles require markedly different natural strengths and talent. The table below shows 13 common types of sales roles (Signature Profiles) and the degree to which this individual's assessment results indicate "fit" for each type of role. The highest possible Profile Fit Score is 80.

Signature Profiles	Profile Fit Score
Transactional Product Sales Benchmark	66
Indirect Sales Benchmark	65
Account Management Benchmark	59
Specialized Technical Sales Benchmark	48
Specialized Solution Sales Benchmark	44
New Product Field Sales Benchmark	43
Relationship Product Sales Benchmark	42
Inbound Inside Sales Benchmark	41
Relationship Solution Sales Benchmark	39
Sales Management Benchmark	36
New Business Development Benchmark	19
Consultative Solution Sales Benchmark	11
Outbound Inside Sales Benchmark	10

Best Fit: Transactional Product Sales Benchmark

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In-Depth Results for Best Fit Profile: Transactional Product Sales Benchmark

This section provides results for the competencies that are most critical for success in this type of role. All scores shown are percentile scores which range from 1 to 99. Percentile scores allow you to compare this individual's scores with a group of others who took the assessment. A score of 67, for example, indicates that the person scored better than 67% of other respondents.

COMPETENCY 1/5

Achieves Results by Tailoring Message to Resonate with Buyer Motivations

Produces above-average results selling relatively new products or discretionary purchases which have several alternatives vying for the same budget dollars by working to understand customer buying motivations and matching the sales proposition to them; has the ability to identify hot buttons to appeal to a specific buyer without appearing insincere or heavy-handed



Score Interpretation

This individual can typically understand prospective customers and properly position offerings so that they have the greatest appeal. They ask the questions needed to discover customers' individual motivations. They can modify the offering as necessary to satisfy a customer's unique requirements. They work quickly to make a sale, yet interact with the customer to ensure that they are on the right track to finding what customers see as most appealing.

COMPETENCY 2/5

Qualifies Prospects by Assessing Interest Level

Capitalizes on the moment in a closing market; recognizes that there is limited opportunity to probe an indifferent or ambiguous response; spends time with those prospects who clearly want or need the products; immediately targets a prospect's hot buttons; discontinues pursuit of a purchase decision if interest is cooling; swiftly assesses a readiness to buy and quickly eliminates questionable prospects



Score Interpretation

This individual recognizes that there is a very narrow window of opportunity to capitalize on a prospect's enthusiasm, so they'll move quickly to determine the readiness to buy. They can easily give attention to those prospects showing the most immediate interest, while severing ties with those who are undecided.

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Key Motivational Characteristics

The motivational characteristics described below measure this individual's preferences, wants, or desires. However, this DOES NOT necessarily indicate that they currently have developed the habits or skills to satisfy these preferences. A manager may wish to note these specific motivational needs and utilize the suggested discussion points to commence a meaningful dialogue about potential with this person. These characteristics will also provide you with an indication of this individual's fit to your organization's culture.

Motivational Characteristics

This individual prefers to cooperate and compromise with others, rather than try to impose their own ideals. They are comfortable with the fact that some individuals may not have shared beliefs or ethics and will become frustrated or inflated with a work environment that emphasizes conformity over tolerance.

Manager's Tips

Help them understand that acting on, and then standing by, their opinions is not necessarily a sign of being intolerant or rigid, but sometimes a required practice for getting the job done properly. Although compromise can sometimes yield a new and more efficient solution, more often than not the end result is minimized or different from the expedient goal. Explain that compromise can work in other situations, but when it comes to goal achievement, their expert opinion should remain the yardstick by which to measure other approaches.

This person appears somewhat less assertive than average personnel. Because of this passivity, they might not be able to take control of situations that require a more proactive approach. Further, this preference for staying silent could cause tension to build to the point where they might overreact to a specific instance of the same issue in the future.

Be alert to their needs, difficulties, and frustrations, as they may not bring them to your attention. It is also important that you ask for their opinions if they are in a competitive environment, as they may be reluctant to state them. Ask them to provide regular and honest feedback to issues and situations, be it in the form of a written report or a private, one-on-one meeting. Getting them accustomed to stating their point of view will avoid frustration building to the point of overreaction. Negotiation training or assertive communication courses may also be useful in getting them acclimated to expressing their opinions in a constructive, yet non-aggressive manner.

This person's natural inclination is to prefer one-on-one contact rather than dealing with large groups. They will hold back in social situations until others demonstrate interest in speaking with them. As a result, they will do much better in a position which affords the opportunity to stand back and observe interactions, than one where they need to take the lead.

It is nearly impossible to force someone who is not outgoing to change. There are methods, though, to increase a comfort level in situations that require more extroverted behavior. They would benefit from frequent exposure to friendly groups where they can gain more experience with interpersonal contact and to get familiar with the way groups interact. Focus them on specifically working to meet and learn more about the groups with whom it is important to interact. To appeal to their need to rehearse, provide them with a list of sure-fire conversation starters. Also, learning which types of interaction work in a group setting and which ones don't could help them become more comfortable at times when they need to take the lead in interactions.

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See potential fit for a variety of sales roles at a glance

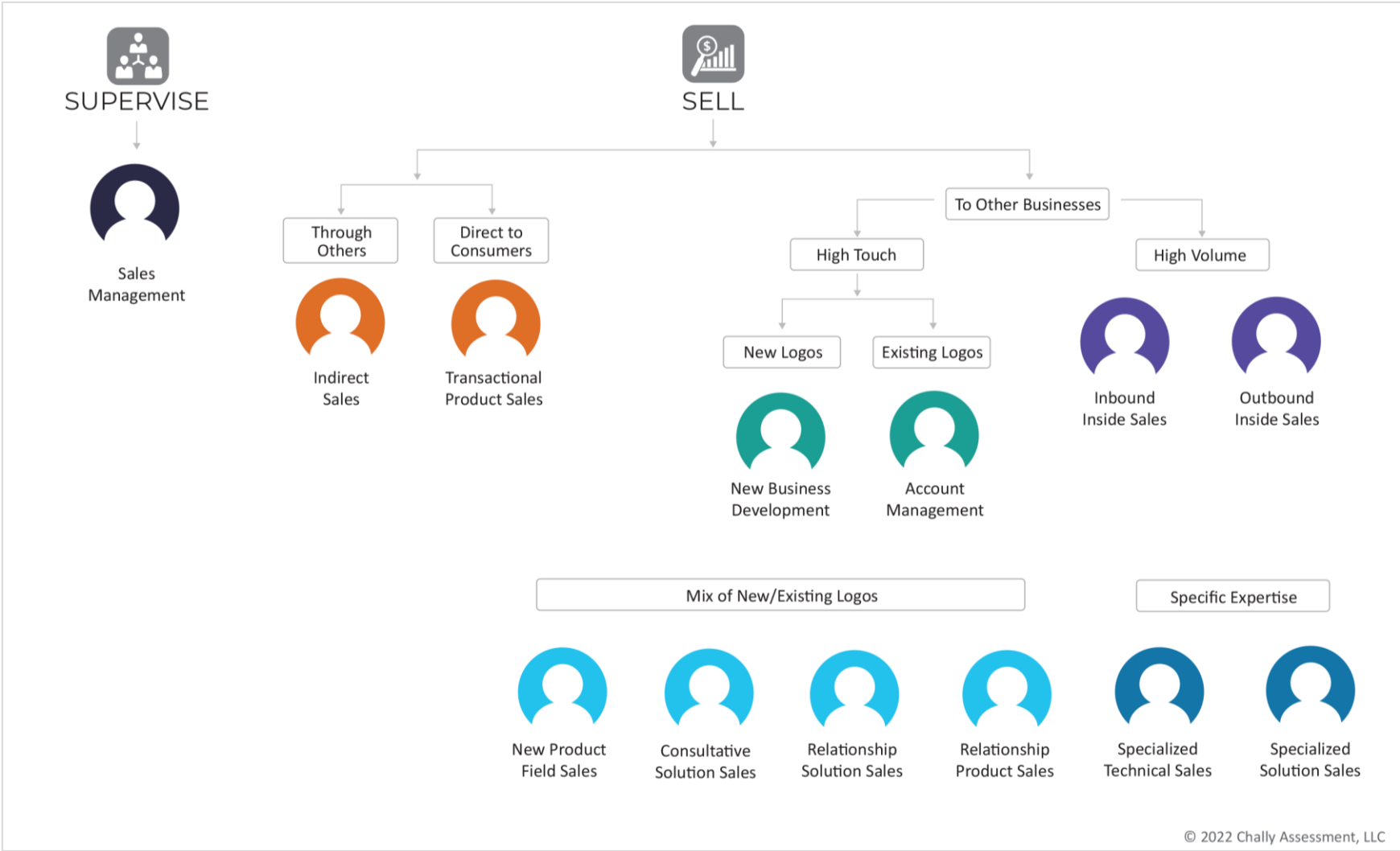
Discover which role the candidate is a "best fit" for

Applying Analytics to Build Winning Teams

Just as baseball has very specific roles such as pitchers, outfielders, catchers and short stops – sales has many different and unique roles such as new business development (hunters), account managers (farmers), inside sales, solution architects, etc. And, just like in baseball, not many people can play multiple roles effectively.

The key to successful selection in sales lies in identifying the competencies and behaviors that statistically differentiate between top and bottom performers for a specific position.

Chally Assessment Sales Benchmark Profiles



Predictive Competencies

Different roles require different strengths. By leveraging 45+ years of original and ongoing research, we've pinpointed what natural abilities predict success for each type of sales role.



- Builds Business by Proactive Customer Contact
- Makes Persuasive Presentations
- Maintains Active Pace
- Highlights Standard Benefits when Addressing Buyer Concerns
- Updates Working Knowledge of Offerings to Provide Recommendations
- Commits Extra Effort to Ensure Success



- Builds Business by Proactive Customer Contact
- Tailors Style to Fit Customer Expectations
- Solicits and Acts on Customer Feedback
- Measures Personal Success by Achieving/Exceeding Quota
- Seeks Professional Recognition
- Adapts Sales Approach to Match Buyer Motivations

Scores for Profile Competencies

2

Drives Toward Success by Systematically Managing Accounts

Consistently meets or exceeds sales targets through personally controlling the critical aspects of the sales processes; systematically works each account plan and anticipates problems in order to work around them; is driven to win customers' attention and treats their business as an honor, never letting them feel taken for granted



Score Interpretation

This individual possesses a strong desire to succeed and takes responsibility for reaching or surpassing sales goals by personally managing the critical stages of the sales process. They understand the importance personal dedication and involvement plays in achieving their goals. They attend to customer requirements with an organized and pragmatic approach. They know that no system is foolproof, so they anticipate problems and keep on the lookout for any obstacles that may prevent them from meeting customers' needs. They treat customers' business as an honor and a privilege and do whatever they can to fulfill customer needs. They take every opportunity to thank customers for their patronage.

Competency definitions

Competency score

Score interpretations

Coaching suggestions for competency with scores below 50

Focuses on Short-Term, Measurable Results

Uses time to produce tangible results; judges effectiveness by the quantity of what has been accomplished in a given time frame; makes a checklist and breaks a task or activity down into steps that can be checked off at completion; derives personal satisfaction from accomplishing measurable outputs



Score Interpretation

This individual may have a need to keep several projects going simultaneously so that they are not stuck with a limited choice of things to do. They may prefer to keep busy with multiple tasks, rather than maintaining a single focus.

Coaching Suggestions

See if there is a way that this individual can vary from routine without compromising results. Are there minor changes they could make to established processes that could breathe life into otherwise dull tasks? For example, a house needs to be cleaned regularly in order to run properly, even though the cleaning process is repetitive and tedious. Chores such as laundry and dishwashing cannot be done with much variation to the process, but there are times when slight variations can be made to shake up the routine. However, remind them that sometimes they'll need to accept the challenge of doing dull or monotonous tasks so that they can find variety elsewhere.

Key Motivational Characteristics

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Motivational Characteristics

Manager's Tips

When completing tasks, this person prefers to take a specialized approach by concentrating on making sure that all the details are accurate and complete. Although this is commendable, if faced with an assignment that requires a broader view, they could lose sight of the bigger picture in order to focus on what they view as relevant details.

This individual can benefit from periodic reviews of their results to strengthen the importance of accomplishing critical goals. Remain aware of their need to concentrate on detail, but reinforce the need to weigh the situation before taking action. Explain that to be viewed in an even more professional light, they need to be able to take an objective view of a project and then identify the critical success factors. The test of a true professional is the ability to recognize the importance of all the elements of a project and prioritize, rather than automatically assuming that each detail is important.

This individual prefers to cooperate and compromise with others, rather than try to impose their own ideals. They are comfortable with the fact that some individuals may not have shared beliefs or ethics and will become frustrated or irritated with a work environment that emphasizes conformity over tolerance.

Help them understand that acting on, and then standing by, their opinions is not necessarily a sign of being intolerant or rigid, but sometimes a required practice for getting the job done properly. Although compromise can sometimes yield a new and more efficient solution, more often than not the end result is minimized or different from the expected goal. Explain that compromise can work in other situations, but when it comes to goal achievement, their expert opinion should remain the yardstick by which to measure other approaches.

Insights on what motivates and drives each individual

Suggestions to facilitate onboarding and management

Client Reference Guide

The image shows a presentation slide for Chally. The Chally logo, featuring a stylized 'C' with a gear-like pattern and the word 'Chally' in a sans-serif font, is in the top right corner. The main title 'Benchmark Profiles' is in a large, teal-colored font, with the subtitle 'Client Reference Guide' below it in a smaller, white font. The background is dark grey with a subtle geometric pattern. At the bottom, there is a black bar containing social media icons for LinkedIn, Twitter, Facebook, and YouTube, followed by contact information: '800.254.5995 | 937.259.1200' and 'www.chally.com | info@chally.com'.

New Business Development

Those in new business development roles are responsible for bringing in new business from major accounts. This type of position is used to develop a presence in a competitive stronghold or to expand sales coverage beyond the firm's current customer base. Most often, these roles sell products or services that are relatively new or, at least, represent a new approach to the potential customer. Sellers in these roles are sometimes referred to as "rainmakers". Successful rainmakers are able to identify new opportunities and look for novel ways to apply their

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Most exclusively on the prospect contact. They will thrive in a situation to a colleague who is responsible for continue their quest for new customers.

Sample of Common Position Titles

- Business Development Manager
- Sales Executive
- Account Executive
- Enterprise Sales

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New Business Development

PREDICTIVE COMPETENCIES	DEFINITIONS
Networks Effectively	Take the lead in social situations; effectively meet new people and build existing relationships
Analyzes and Resolves Customer Problems	Objectively isolate and define problems; remain engaged until problem is resolved
Uses Standard Discovery Questions	Seek answers to standard questions that allow for an objective assessment of the potential for profitable sales; rely on a consistent process for evaluating opportunities
	Extra time to achieve goals; set structured action plans and associate task completion with demonstrating progress
	Divide the sales cycle into increments and gain commitment to each component leading up to closing the sale
	Develop novel ideas and seize new opportunities; capitalize on the unexpected and forge opportunity; adapt table with change

Sample of Common Position Titles

- Business Development Manager
- Sales Executive
- Account Executive
- Enterprise Sales

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Questions? Contact Us!

ChallyAssessment@chally.com

800.254.5995 | 937.259.1200

Available 8:00am – 5:00pm EST; Monday-Friday



800.254.5995 | 937.259.1200
www.chally.com | info@chally.com

