Chally Assessment™
When to Use Each Chally Assessment Report

Chally Assessment

- Recruitment
- Selection
- Onboarding
- Development
- Performance Measurement
- Performance Improvement
- Succession Planning
- Exit Interviews
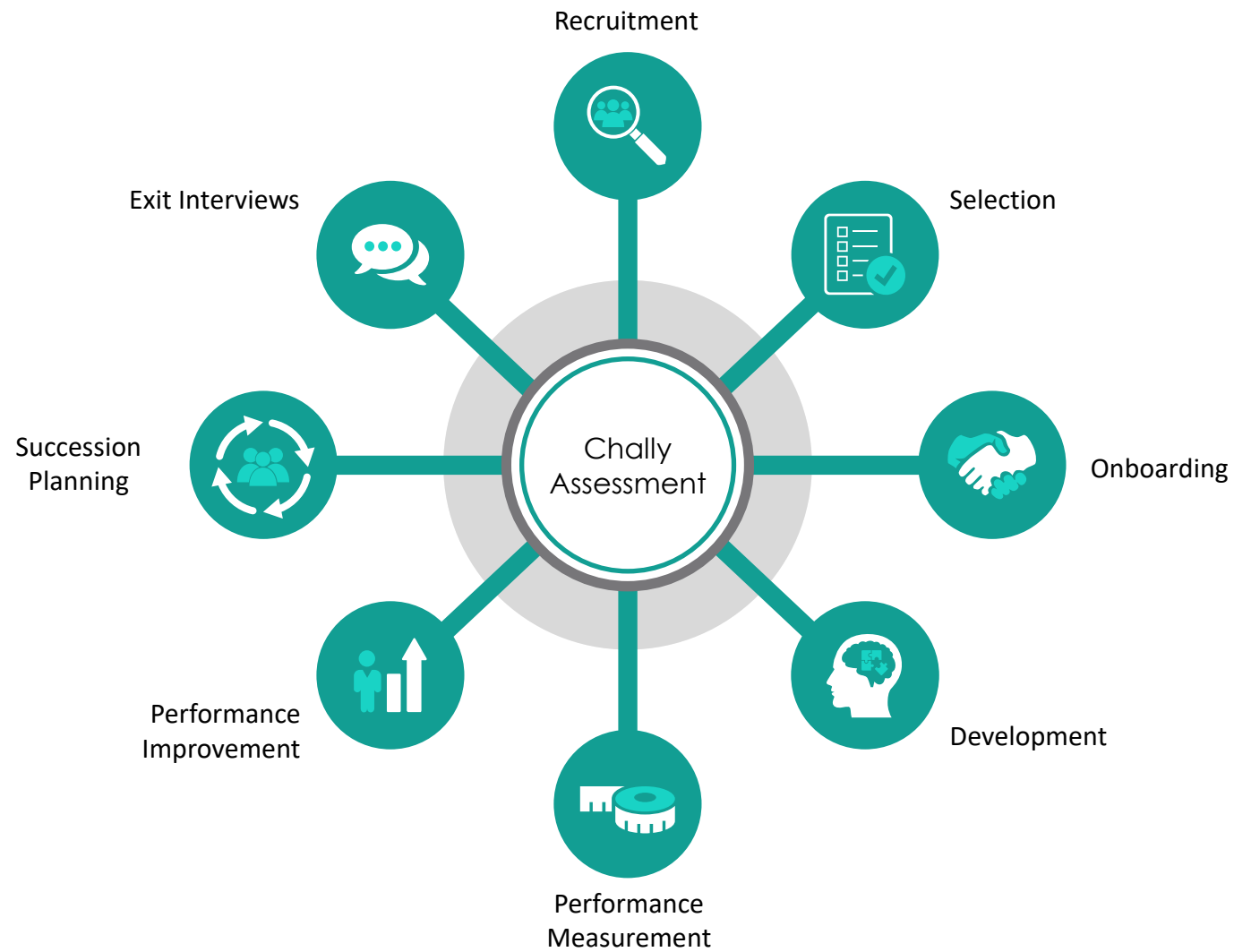
Reports + ORDER REPORTS

Profile Specific
- Selection
- Selection w/o Fit
- Coaching and Development
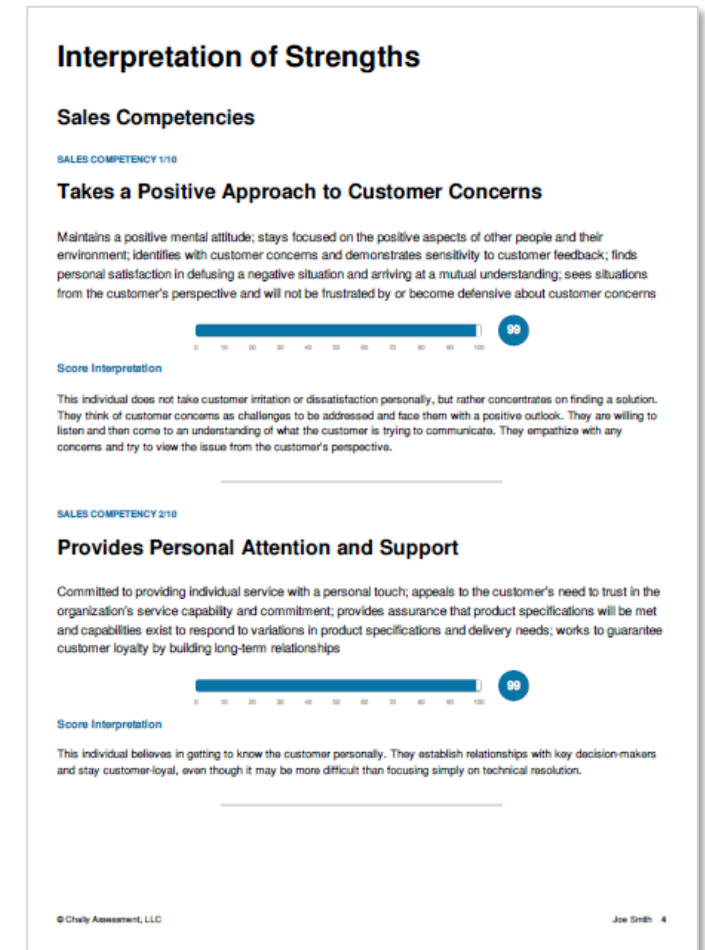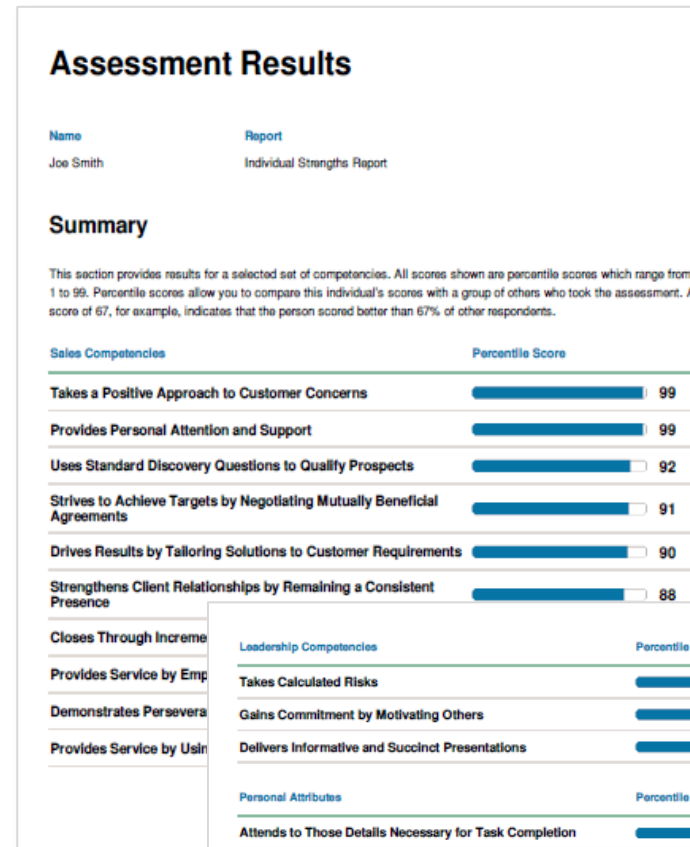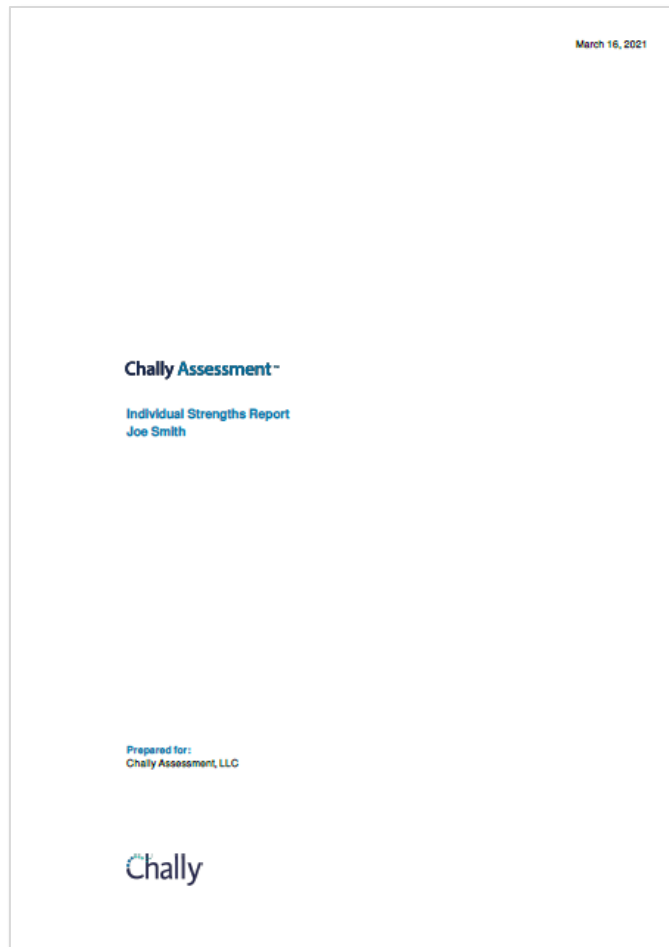
Core 3
- PAR
- Best Fit
- Strengths

The Core 3 Reports

Available for any respondent

Chally

Individual Strengths Report

Highest scoring sales, leadership, and personal attribute competencies

PAR Report

Insight into respondent's motivations and habits

Best-Fit Sales Report
Fit for 12 Benchmark Sales Profiles + Sales Management

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

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.

50

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

90

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.

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	Manager's Tips
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.
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.

Recap of Core 3 Chally Assessment Reports

Individual Strengths Report	PAR Report	Best-Fit Sales Report
• About the respondent's natural aptitude for specific competencies.	• Provides insight into respondent's motivations and habits.	• Indicates natural aptitude for 12 common sales roles and 1 sales management role
• Introduces the respondent's top scores in three categories: Sales, Leadership, and Personal Attributes.	• Most similar to other types of style reports (DISC, MBTI, etc.).	• Any score above 50 indicates candidate may be a good or possible fit for that type of role.
• Useful for increasing self-awareness.	• Used by managers and employees to understand and unleash activities that are motivating.	• First page rank orders fit for benchmark profiles from highest (best fit) to lowest.
• Often used in teambuilding.	• Useful for increasing employee engagement.	• Inside pages provide detailed descriptions of results for the competencies in the best fit profile.
	• Often used in teambuilding and team effectiveness workshops.	• Most often used as part of the selection process.

Profile Specific Reports

Available after a profile is activated

Chally

Profile Specific Reports

- Selection
- Selection without Fit
- Coaching & Development

- These reports are always about a specific position or profile.

- Results indicate natural aptitude for the competencies that are most critical for success in a specific role.

- Coaching tips are provided for low scoring competencies.

- Last section describes key motivational characteristics and tips for engagement.

Selection Report

Selection without Fit Report

Coaching & Development Report

Questions? Contact Us!

ChallyAssessment@chally.com

800.254.5995 | 937.259.1200

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