

Chally Assessment™

Best Fit Report - Sales Roles
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Prepared For:
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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



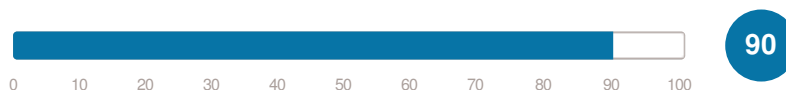
Score Interpretation

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

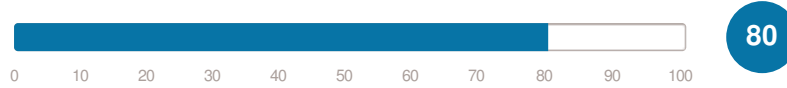


Score Interpretation

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.

Closes Through Emotional Appeal

Makes an immediate request for a purchase decision; uses emotional appeal to gain an agreement to buy, such as the risk of losing the opportunity to gain an advantage or to be on the cutting edge; takes pride in a readiness to sell and runs at full throttle, looking for opportunities to trial close; trial closes on features; gives the customer permission to buy and provides the emotional 'push' to make an intuitive decision

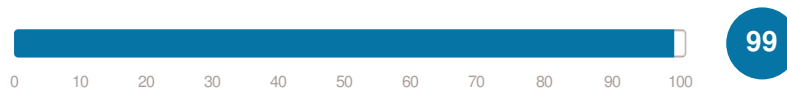


Score Interpretation

This individual persuasively presents the relevant benefits for prospects and helps them envision how owning and using these products would benefit them. They make it easy for customers to accept the sales proposition by building enthusiasm for the offering. They have a keen sense of timing when asking for a buying decision. Only once they are sure that prospects are armed with enough good reasons to buy, they press for the close before the excitement and interest they have built wanes.

Takes Initiative to Improve Personal Productivity and Achieve Career Goals

Champions an area or project; does not depend on or require direction from others to take advantage of opportunities for constructive change; stays aware and informed to avoid missing opportunities; willing to change the present status in order to improve own productivity or further personal goals



Score Interpretation

This individual displays a willingness to take action in meeting personal objectives and goals. They won't depend on or require direction from others to take advantage of opportunities for furthering their own career. They actively draw upon available resources to make improvements in personal productivity and reach greater levels of success. They focus their efforts and resources on initiatives and solutions that will positively contribute to the desired result, even when barriers to goal accomplishment are encountered.

Demonstrates Perseverance

Stays on task despite setbacks or distractions; unwilling to abandon or change a goal without first increasing the level of effort or commitment to reach it; remains undaunted in the face of rejection or failure; looks for steady and consistent progress in meeting objectives versus proceeding in spurts; unwilling to allow the level of personal enjoyment to dictate the level of commitment to a task or directive



Score Interpretation

This individual might change or modify their objective if the path to accomplishment is blocked or too complex for easy success or gratification. They might be unwilling to put greater effort into reaching the goal even if that is what is required.

Coaching Suggestions

Encourage them to define potential barriers to success. What would be the best way to proceed against these barriers? What approach would best keep their objectives intact while at the same time minimizing aggravation and stress? By defining any obstacles in advance and trying their best to minimize them, they are less likely to find themselves hindered or intimidated when those problems arise.

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 irritated with a work environment that emphasizes conformity over tolerance.

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.

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.

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 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.

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.

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.

This individual sets hard-line standards for personal effort and expects others to do the same. They will find great satisfaction in assisting people who are eager to learn, but may grow impatient working with those who are less ambitious. As such, they will be reluctant to take on a position that requires them to spend too much time hand-holding or giving unsolicited advice. They do not mind helping others or sharing expertise, but only if others are appreciative and willing to act on the advice.

Do not expect them to cooperate with or spend much time helping anyone who is not obviously committed to making an extra effort. They need to know that their expertise is being met with a satisfactory level of dedication and motivation. Keeping this in mind, try to implement a two-tiered teaching program wherein co-workers with little experience are paired with an individual who enjoys more hands-on mentoring activities. After the basics have been mastered and a willingness to learn demonstrated, pair the student with them for any additional information and more in-depth training.

This individual wants to influence the direction of a decision by seeking consensus rather than by selling what they believe is right. They listen to the views of dissenters and work with them to achieve a solution that is agreeable to all parties involved. They will feel uncomfortable if placed in a position that requires independent work without the feedback and input of others.

Enhance their performance by providing them with an environment of mutual support. Encourage their need for collaboration, but keep an eye out to ensure that no deadlines are being missed or that any compromises are not jeopardizing the end result. Explain that collaboration can often be a useful tool, but that there will be circumstances when it is not the most efficient means by which to find a solution. Help them to realize that there will be occasions when the group is not properly equipped to make an appropriate decision. In those cases, they will either have to educate and then guide constituents to a final decision, or they will have to try to work independently. When working independently, make it clear that they can rely on superiors for support to offset any dislike of feeling completely alone.

This person prefers a methodical and deliberate pace that allows ample time to check their work. They enjoy projects that require a good deal of concentration and accuracy and will become tired and irritated if placed in a fast-paced environment with quick turn-around times.

Review their work process to see when and where the pace starts to lag. Challenge them to gradually increase the amount of time they can maintain a faster pace. By slowly raising the bar on pace requirements, they will eventually adapt to anticipated endurance levels and keep up with faster-paced co-workers.

This person tends to put a lid on negative emotions, believing that a place of business is not the proper venue to vent frustrations. However, they may not understand that, like a boiling pot, suppressing otherwise acceptable emotions can cause them to build to the point where it negatively impacts co-workers and, ultimately, results.

Challenge them to express emotions rather than ignoring them and make sure to meet regularly so you can get them to discuss any frustrations. Explain that so long as they voice frustrations in a professional manner, there is nothing unseemly about displaying anger or irritation. Doing so will prevent volatile emotions from building to the point where they are ready to explode. Likewise, they'll seem more human and less controlled and remote to constituents.

This individual follows a system of guidelines in approaching tasks, choosing to address key issues and allowing details to fall into place on their own. They prefer not to deal with minutiae which, in turn, allows them to complete most basic assignments efficiently. However, when a task requires one to dig beneath the surface, they may not know what questions to ask to find information, which might lead to difficulty in finding a satisfactory solution.

Give them straight feedback and clear explanations on areas of ineffectiveness that may be a result of too broad a perspective. Point out what could have been done differently to produce the desired result, while simultaneously minimizing negatives. Discuss the level of quality that is being sought and help them understand that although following broader guidelines is commendable, in certain cases, a deeper attention to detail is required to achieve objectives.

This person is seldom content with their own accomplishments or level of success. They consistently strive to improve their current performance, but could become too much of a perfectionist. Further, they may use the expectations and approval of others as a means of measuring their own success and, as a result, be overly concerned about the impression they make on others. These feelings of inadequacy could then distract them from reaching the stated goals.

Explain that although seeking personal improvement is an admirable characteristic, they are only human. Encourage them to gradually lift the bar rather than raise to unrealistic levels. Take time to focus on their achievements. Provide them with positive reinforcement in order to counteract any doubts or feelings of negativity they may be experiencing, and then implement a new, more realistic, set of measurements for rating their level of success. Encourage them to do a reality check if they seem to be setting deadlines that are too ambitious, even when there is no expressed need.

This individual might seek high-pressure situations because they enjoy the challenge. However, they might not take the time to anticipate problems which could occur because they aren't afraid of the unexpected. As a result, they could take on more stress than they can handle, and objectives could be jeopardized.

If allowed, they would prefer to work under constant pressure. However, long-term stress can deplete them, thus causing the quality of the results produced to be minimized. Therefore, it may make sense to help them divide long-range assignments into time segments so that they can maintain a healthy balance between the pressure required to spur them onward and the stress that could push them toward burnout.



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