

Chally Assessment™

Individual Strengths Report
Joe Smith

Prepared for:
Chally Assessment, LLC



Assessment Results

Name











Joe Smith

Report

Individual Strengths Report

Summary

This section provides results for a selected set of competencies. 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.

Sales Competencies	Percentile Score
Takes a Positive Approach to Customer Concerns	 99
Provides Personal Attention and Support	 99
Uses Standard Discovery Questions to Qualify Prospects	 92
Strives to Achieve Targets by Negotiating Mutually Beneficial Agreements	 91
Drives Results by Tailoring Solutions to Customer Requirements	 90
Strengthens Client Relationships by Remaining a Consistent Presence	 88
Closes Through Incremental Steps	 85
Provides Service by Empathizing with Customer Concerns	 85
Demonstrates Perseverance	 85
Provides Service by Using Proven Approaches	 83




Leadership Competencies

Percentile Score

Takes Calculated Risks	 99
Gains Commitment by Motivating Others	 97
Delivers Informative and Succinct Presentations	 97

Personal Attributes

Percentile Score

Attends to Those Details Necessary for Task Completion	 98
Seizes New Opportunities	 90
Promotes Growth Through Innovation	 87

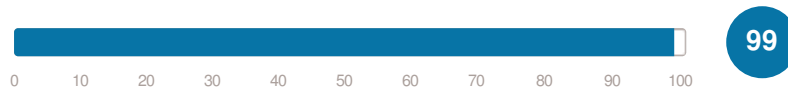
Interpretation of Strengths

Sales Competencies

SALES COMPETENCY 1/10

Takes a Positive Approach to Customer Concerns

Maintains a positive mental attitude; stays focused on the positive aspects of other people and their environment; identifies with customer concerns and demonstrates sensitivity to customer feedback; finds personal satisfaction in defusing a negative situation and arriving at a mutual understanding; sees situations from the customer's perspective and will not be frustrated by or become defensive about customer concerns



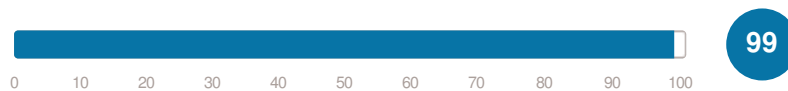
Score Interpretation

This individual does not take customer irritation or dissatisfaction personally, but rather concentrates on finding a solution. They think of customer concerns as challenges to be addressed and face them with a positive outlook. They are willing to listen and then come to an understanding of what the customer is trying to communicate. They empathize with any concerns and try to view the issue from the customer's perspective.

SALES COMPETENCY 2/10

Provides Personal Attention and Support

Committed to providing individual service with a personal touch; appeals to the customer's need to trust in the organization's service capability and commitment; provides assurance that product specifications will be met and capabilities exist to respond to variations in product specifications and delivery needs; works to guarantee customer loyalty by building long-term relationships

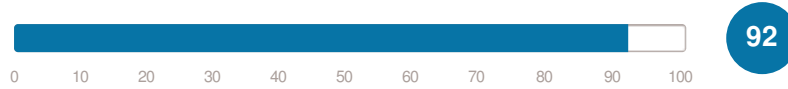


Score Interpretation

This individual believes in getting to know the customer personally. They establish relationships with key decision-makers and stay customer-loyal, even though it may be more difficult than focusing simply on technical resolution.

Uses Standard Discovery Questions to Qualify Prospects

Uses a formula or series of questions to determine the prospect's fit with the product; expects to sell to the majority of prospects since they are known to need the seller's products; reacts quickly and objectively to the answers to standard questioning by disqualifying the prospect or proceeding through the selling process

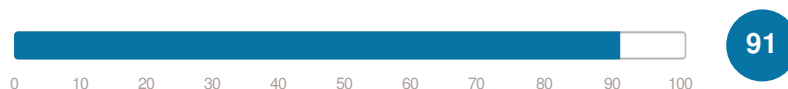


Score Interpretation

This individual uses a standard series of questions and follow-up to gather all key information when determining the profit potential of a prospect's business. With the answers they receive, they determine if there is a fit with the products. They assess early on whether prospects will seriously consider purchasing and won't allow time to be consumed by those prospects who should be dropped from the sales funnel. They react quickly and objectively by disqualifying the prospect or proceeding through the process.

Strives to Achieve Targets by Negotiating Mutually Beneficial Agreements

Approaches prospective customers with a give-and-take style that balances an aggressive determination with a willingness to compromise for the sake of satisfying the customer; persistent in a willingness to approach the sale from different directions in order to negotiate a win-win agreement; perseveres with alternatives should initial negotiations fail; works to understand diverse needs between customers and offers alternatives to satisfy unique requirements

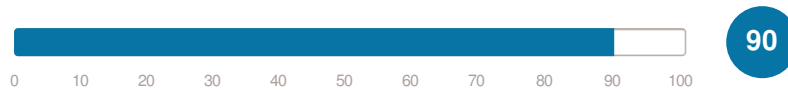


Score Interpretation

This individual approaches prospective customers with a give-and-take attitude that balances an aggressive determination with a willingness to compromise for the sake of satisfying the customer and promoting better sales. They try to understand and meet the diverse needs of each individual customer. They don't take customers for granted or expect that the same services will be equally satisfying to similar people. They work to fit services to individual customer needs.

Drives Results by Tailoring Solutions to Customer Requirements

Consistently produces above-average sales results by providing solutions to key customer requirements; helps to provide customers with solutions that reduce costs or increase efficiency with innovative product or service applications; focuses on the sales goal for each account and is not easily distracted by nonsales issues

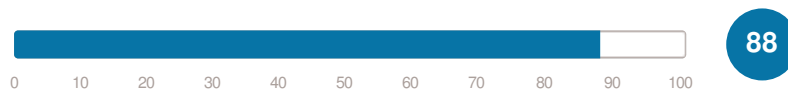


Score Interpretation

This individual is driven to achieve or exceed targeted results and uses sales as a means to get there. They are hungry to be a top producer and take pride in surpassing expectations. They concentrate on developing business solutions to meet customers' needs and achieve sales and career objectives. They focus on the sales goal for each account and are not easily distracted by non-sales issues.

Strengthens Client Relationships by Remaining a Consistent Presence

Focuses on keeping existing customers satisfied and protecting and strengthening the relationship; does not take customers for granted, but places them in the spotlight or place of honor; works hard not to lose customers by consistently maintaining a presence and taking advantage of every opportunity to build a goodwill bank account; disciplined in an effort to keep customers happy and satisfied, minimizing the risk to future business

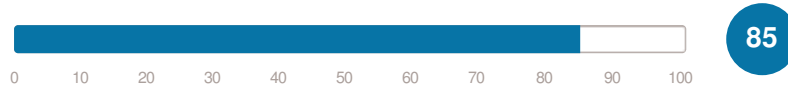


Score Interpretation

This individual is consistent about regularly calling customers so that a positive communication link can be maintained. They focus on keeping existing customers satisfied by asking for suggestions as to how they can be better served. They won't allow old concerns to affect an attitude toward customers. However, when time constraints make it impossible to give everyone a high level of attention, they'll focus on those who hold the highest promise of long-term business. They strive to build and expand goodwill with customers, knowing that it can be beneficial in the event of future problems. They periodically do favors and restate the benefits of the partnership to ensure that the relationship will withstand any that may arise.

Closes Through Incremental Steps

Reinforces the purchase decision with a series of logical reasons that support the sale; moves closer to a purchase decision in a multiphase fashion by setting an objective for each encounter and gaining agreement at each of the milestones in the process; provides ammunition for buyers to justify the cost and defend the purchase within their organization; encourages a buying decision by demonstrating future savings and ease of transition to the proposed solution; keeps the sales process from stalling by taking control and focusing the prospect on the incremental steps leading to a buying decision; remains patient but focused on reaching the end result

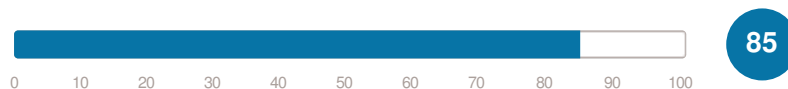


Score Interpretation

This individual makes a series of logical appeals that demonstrate the benefits of the proposed solution to the customer. They provide solid reasons that support the validity of the purchase and sway the customer into making the decision to buy. They break the closing process down into manageable steps and seek continued agreement from the prospect at each level before continuing. They don't rush customers toward an immediate close, but systematically walk through a series of steps that lead to a purchase decision.

Provides Service by Empathizing with Customer Concerns

Empathizes with customers who feel they are not getting what they expect; is sensitive to customer concerns and demonstrates a sincere desire to help; listens to the nature of the problem without feeling that it is a personal attack; identifies with the customer's pain and works to relieve it; gives priority to making the customer happy; judges the success of service skills by how the customer feels about the resolution

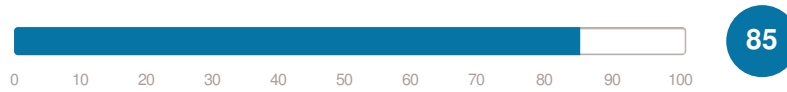


Score Interpretation

This individual pays close attention to customers' needs and is sincere in a desire to help them. They provide an immediate response to all concerns, even if it is just to reassure customers that the problem has been heard and will be addressed. They derive great satisfaction from seeing customers' problems resolved and will make the process seem easy and streamlined. They want customers to be impressed with the solution rather than the effort and, therefore, work efficiently to provide a favorable result.

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

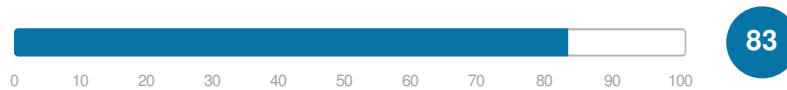


Score Interpretation

This individual stays on task and remains focused despite setbacks and distractions. They put their progress into perspective and stay on course to gain long-term benefits from their objectives.

Provides Service by Using Proven Approaches

Wants to use accepted processes and techniques to provide timely information and resolution to key issues for customers; follows through and maintains accountability for assuring customer satisfaction; handles service issues with a consistent and procedural approach; takes pride in resolving service issues efficiently and with minimal disruption



Score Interpretation

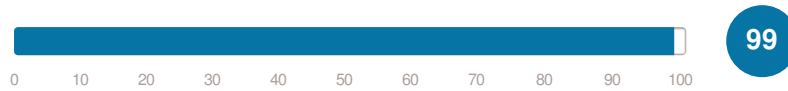
This individual focuses on established procedures to consistently and efficiently pledge customer satisfaction. They won't waste time looking for innovative solutions when established techniques are proven to be effective. They can be counted on to follow up with others to ensure that customer problems are being resolved quickly and completely. They maintain accountability for guaranteeing customer satisfaction even if the problem-solving task has been delegated to someone else.

Leadership Competencies

LEADERSHIP COMPETENCY 1/3

Takes Calculated Risks

Sticks to focusing on major priorities and understands the need to monitor and control factors in a risk area; is capable of ignoring distractions in order to stay focused on major priorities; informs others, before the fact, of the risk and its possible consequences; willing to take a reasonable chance when the full consequences of the action are unknown; has the courage to take action based upon an estimated probability that favors success



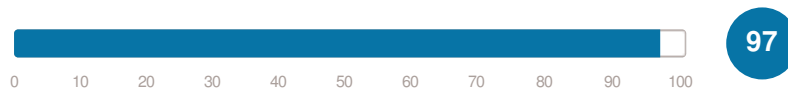
Score Interpretation

This individual stays focused on key priorities and is willing to risk disappointing others by letting less important issues wait. They stick to goals and won't allow themselves to become distracted. They are willing to stretch past familiar territory for the chance to reach new success. They embrace risk not for its own sake, but as a means of achieving desired goals. They back up the possibility of the unknown with tight management controls and a well-oiled feedback loop. In this way, they can alter direction when this course of action does not yield results.

LEADERSHIP COMPETENCY 2/3

Gains Commitment by Motivating Others

Assumes an influential role in gaining customer commitment; understands there must be a worthwhile benefit or reward to them; communicates clearly to keep contacts focused on key priorities; generates support or agreement from customers rather than force the purchase of products; understands what customers expect to gain from the relationship and shows them how easy it is to do business

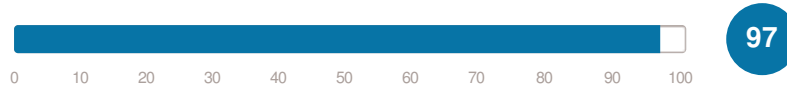


Score Interpretation

This individual works actively to understand what is important to each customer in the sales relationship and gains influence by adjusting their approach to meet the specific needs of each contact. They strive to communicate clearly and consistently with customers to ensure that the message is understood and that the sales process stays on track.

Delivers Informative and Succinct Presentations

Presents information in a manner that is more informative and motivational than persuasive and entertaining; uses a carefully scripted and rehearsed presentation to share information; is succinct and direct, sharing necessary and appropriate information without losing the interest of the audience; addresses controversial or uncomfortable topics



Score Interpretation

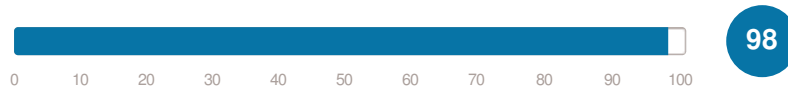
This individual will prepare their messages carefully and will carefully tailor them to meet the audience's needs. They will share what the audience needs to know in a succinct, structured way, and will not shy away from addressing controversial issues. They will modify their inflection, tone, and demeanor to ensure that their delivery is highly polished and credible. They take the time to run through their presentations beforehand in order to create the desired impact.

Personal Attributes

PERSONAL ATTRIBUTE 1/3

Attends to Those Details Necessary for Task Completion

Focuses only on those issues needed to reach an acceptable level of quality without becoming bogged down in excessive details; identifies and separates those details that are necessary for task completion from those that could be considered irrelevant and add little value to the overall solution



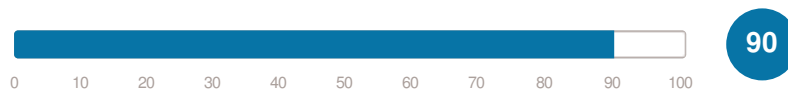
Score Interpretation

This individual is driven to develop generalized expertise and sets standards for doing a job well by focusing on relevant details. They concentrate only on those issues needed to reach an acceptable level of quality without becoming bogged down in excessive details.

PERSONAL ATTRIBUTE 2/3

Seizes New Opportunities

Is spontaneous and flexible; tries the untested when standard procedures or methods for satisfying a need will not suffice; takes action so that opportunities will not slip away due to procrastination; offers ideas or suggestions in a timely manner; builds trust through a candid and unguarded approach; is comfortable exploring new areas and experimenting with new ideas

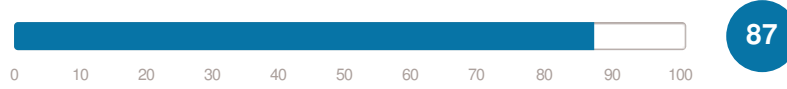


Score Interpretation

This individual understands the spontaneity needed to capitalize on occasional, unexpected events and will take action so that opportunities are not missed. In a sales situation, they will stretch beyond normal boundaries in order to find creative solutions. Their unguarded approach and candid agenda will allow trust and loyalty to be built with customers.

Promotes Growth Through Innovation

Focuses on innovative solutions to continuing business needs; sees the future potential in growth and exploration opportunities; judges effectiveness by the originality or creativity of an idea or result and believes that being on the cutting edge is a competitive advantage



Score Interpretation

This individual gains great satisfaction through their own achievements, and judges their own effectiveness by the originality or creativity of their ideas and results. They enjoy the challenge of doing away with old solutions and creating a new or unique approach to objectives. They see being on the cutting edge as a competitive advantage.



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