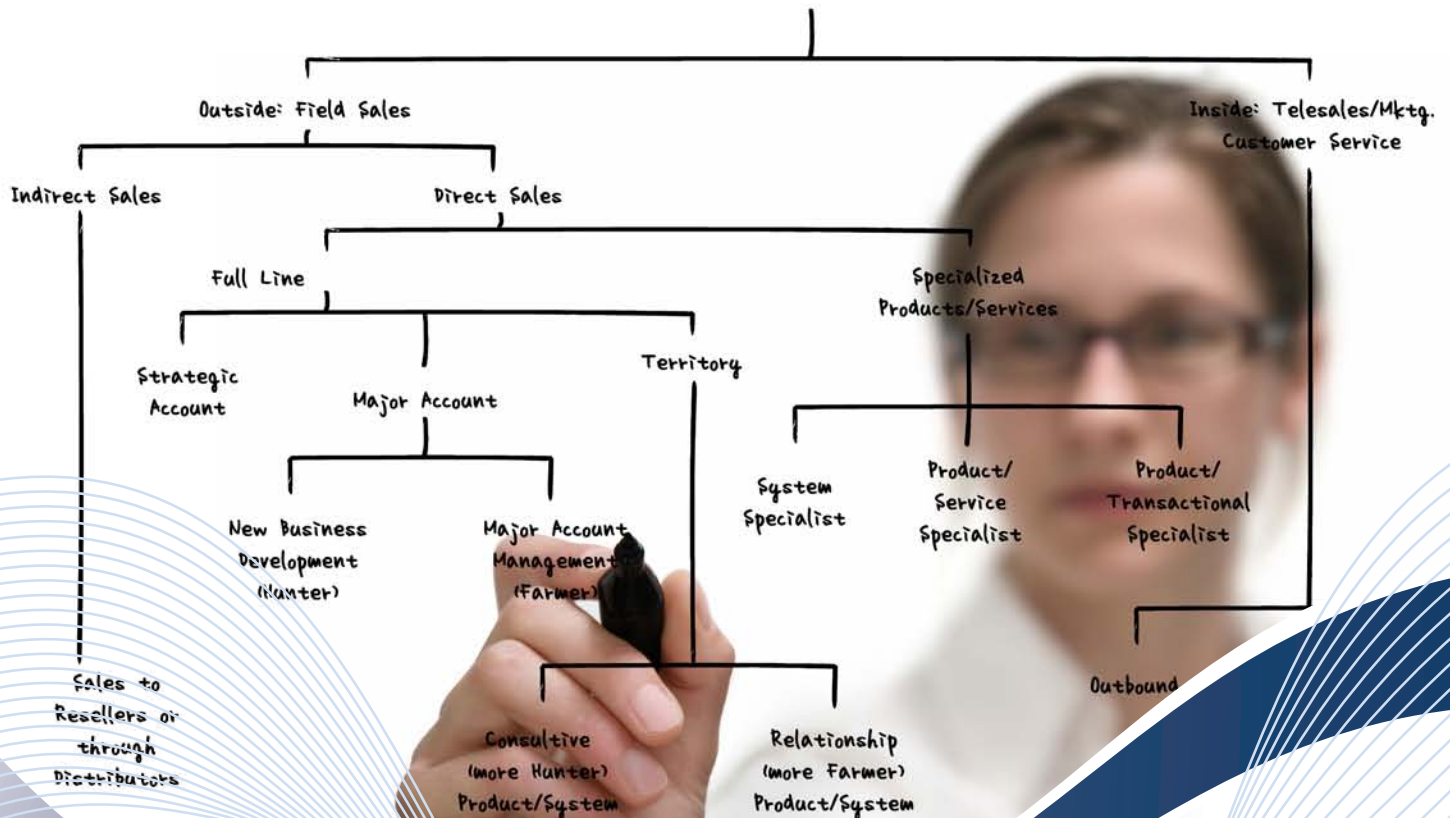


The Sales Talent Audit 3.0 Program

A single, objective and predictive tool that provides an ongoing sales profile and skills inventory for alignment, development, selection and restructuring.

SALES SPECIALTY MAP





OBJECTIVE, PREDICTIVE, REAL-TIME TALENT DATA AT YOUR FINGERTIPS

The following pages illustrate the unique features of the **Sales Talent Audit 3.0 Program** and how this tool can help you make Sales management decisions that help improve effectiveness, reduce turnover and ultimately increase revenue.

Most organizations have identified Sales Talent Management as a strategic priority. However, the methods they use to evaluate Sales People are typically flawed. Making effective decisions about Sales Talent Management is nearly impossible when relying on methods that are subjective, inconsistent, not tailored to specific job skills, or because the results are not meaningful enough to support objective and accurate decision making.

An assessment that creates truly predictive data is a priceless decision-making tool. That difference is exactly what makes HR Chally's Assessment and Sales Talent Audit a key differentiator for every organization. Our unique, web-based assessment system for Sales talent alignment, development and selection is truly the "next generation" of applying total quality management to Sales management.

The Talent Audit process is most effective for strategic decision making when used on a continuing basis. Because data is predictive, its value for both employee development and career selection is unparalleled. After completing a Talent Audit, each organization has on-demand access to its own employee competency inventory. Once the database content is on file for assessed individuals, no further assessments of current employees is necessary.

In addition, the Talent Audit 3.0 Program allows you to assess new employees and add them to the database to ensure the data remains current and can be regularly updated by Chally.



DASHBOARD VIEW OF YOUR ORGANIZATION'S SALES SKILL "DNA" AT A GLANCE

Just as DNA is specific to a given individual, a Sales Talent Audit can pinpoint the "job skill DNA" of a given Sales Person. The Talent Audit 3.0 Program provides access to skill comparisons and overall success potentials with the predictive accuracy similar to the way a DNA strand identifies genetic makeup of each Sales Person. In this manner organizations are able to inventory a complete list of strengths and development needs for all sales representatives across every sales position, with every team, or across the whole organization. And, once you implement the initial Talent Audit 3.0 Program, Chally will work with you to update the data with information on new hires, promotions, new profiles, derailers and any other employee changes and needs of your Sales organization.



SALES TALENT ALIGNMENT & DEVELOPMENT APPLICATIONS

The Talent Audit 3.0 Program results are used for a broad range of Sales functions and levels to guide decision making. Common applications include:

Sales Leader

Identify incumbent salespeople most adept at developing new business (“hunters”) versus those best suited to managing existing customer relationships (“farmers”) or handling Strategic Accounts, or developing into a sales subject matter expert or any of 10 other key sales roles that World Class Sales Benchmarking Research has identified. Determine which salespeople have the predictive skill strengths required to succeed in a sales management role.

Executive or Leadership

Apply accurate, predictive, “job skill DNA” insights to the consideration of strategic initiatives that have top- and bottom-line impact, such as increasing market share, penetrating new markets, increasing productivity, launching new products, reorganizations and mergers.

Strategically align your sales strengths to achieve organizational needs and objectives.

Increase the ability to make more objective decisions, with the confidence of knowing those decisions are based on predictive criteria.

WHY DO YOU NEED THE TALENT AUDIT 3.0 PROGRAM?

When you are:

Setting up a high potential program
for Sales Management

Involved in a succession planning program

Implementing a new Sales strategy

Restructuring your sales team

In a downsizing mode or looking
to re-deploy resources

And you need to know:

Who has the best potential to fill critical
open Sales positions?

What Sales talent do I have?

What training and development will have the
most impact in developing my key Sales talent?

What support will my Salespeople
need to succeed?

Who are my future sales managers and
what development will they need?

Who should I select for my next Sales
job opening?



IT ALL STARTS WITH CHALLY'S ONE ON-LINE ASSESSMENT

Each individual will start by taking the on-line assessment.

- 288 questions
- Take anywhere anytime
- 45-60 minutes to complete
- Collects 866 points of data "DNA"
- Measures selected competencies
- Available in 22 languages

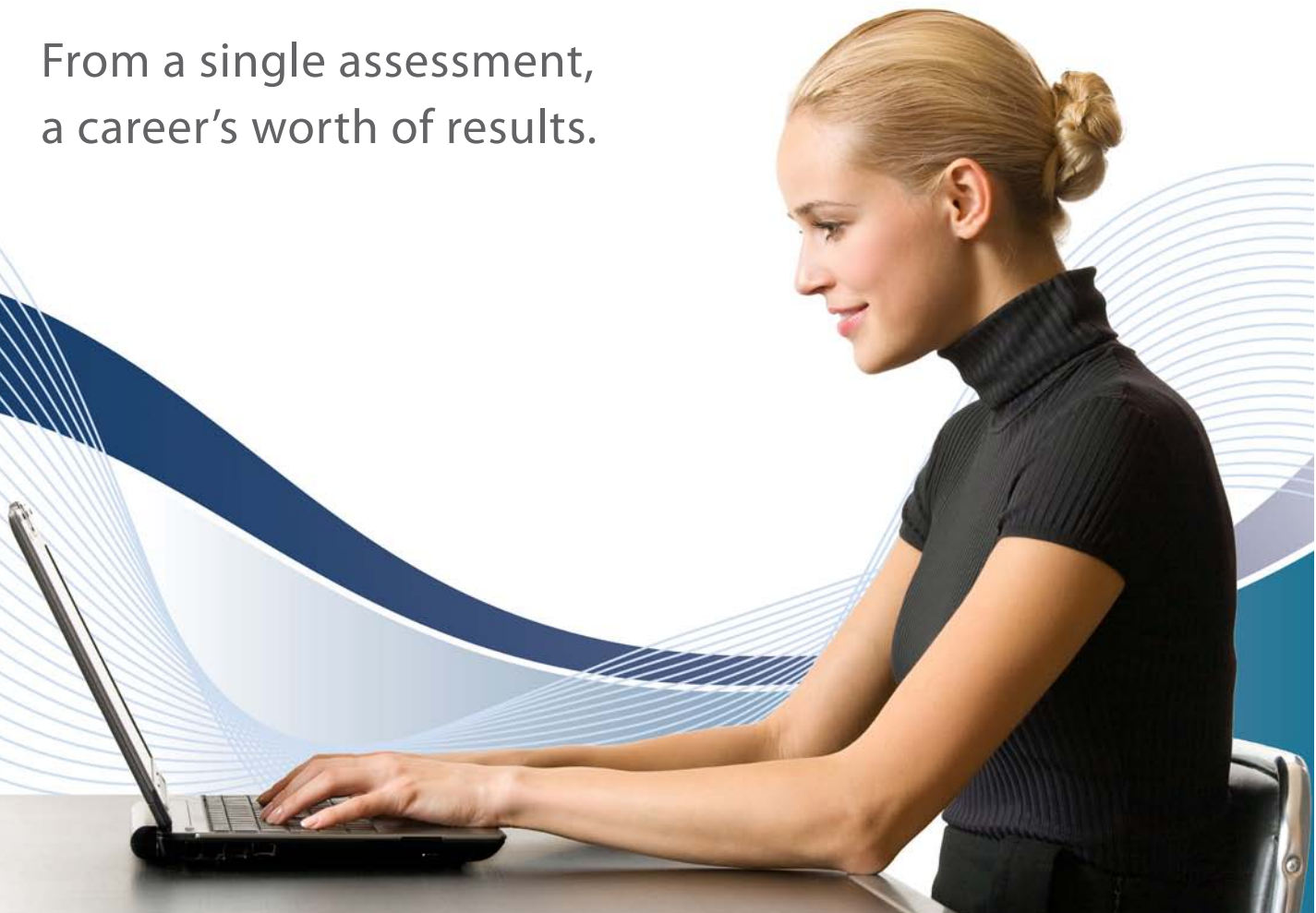
Assessment Measures...

- Potential on-the-job behaviors relative to each predictive skill.
- Most distinctive (or driving) motivations and work habits.
- Candor in taking the assessment.

Profile

The combination of Job Analysis and Validity Research identifies the competencies for successful performance in specific sales roles.

From a single assessment,
a career's worth of results.

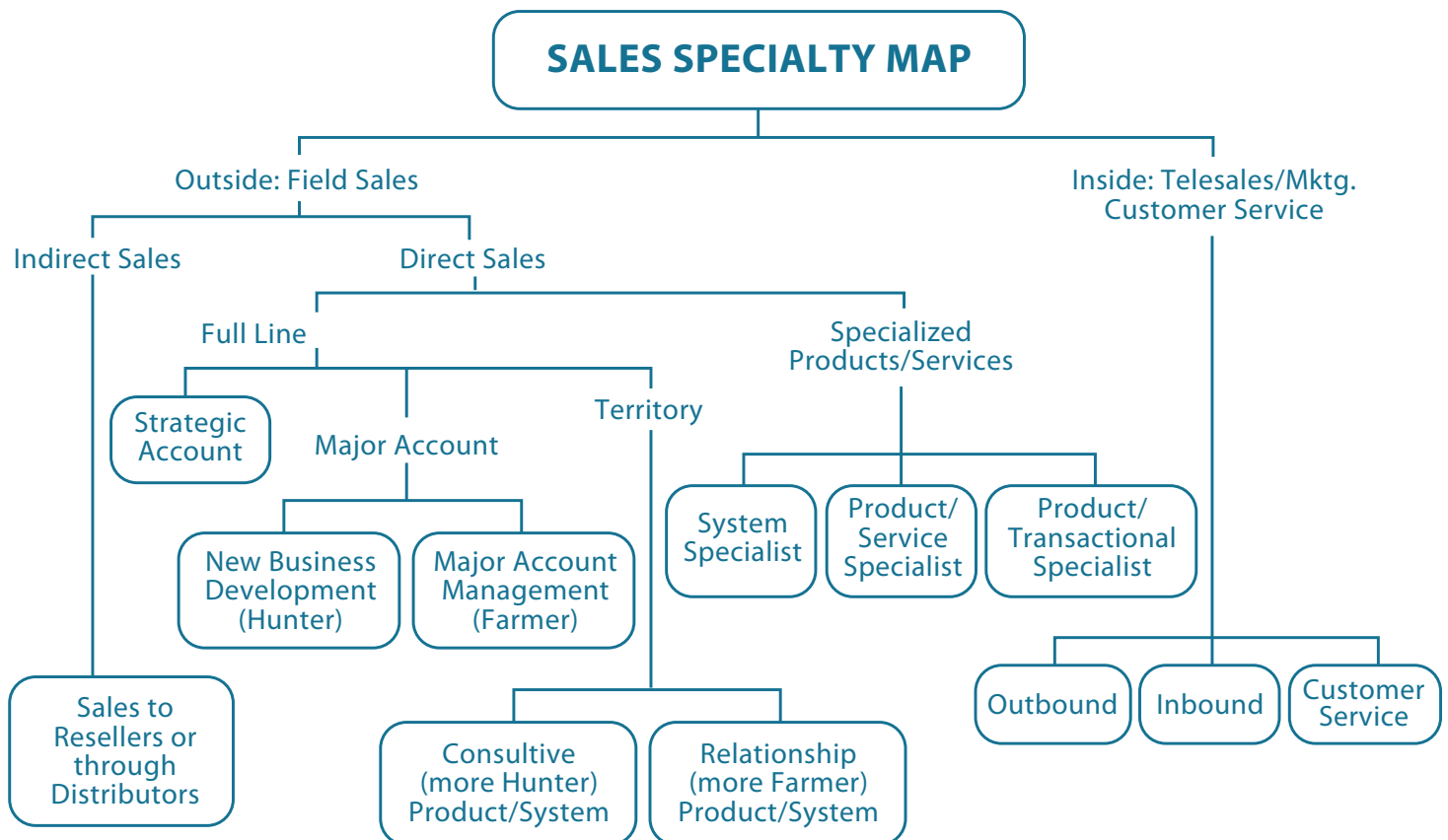


HOW TO SPECIALIZE YOUR SALES FORCE TO MEET COMPANY OBJECTIVES

Companies emphasizing growth and specific business initiatives often find it appropriate to segment sales activities beyond Hunter and Farmer roles. Extensive Chally research of more specialized sales forces has identified 14 specific sets of sales and service skills that are required to succeed in specialized sales roles. The sales specialist map below demonstrates a decision tree that allows a sales executive to identify the one unique profile best suited to accomplish a specialized sales initiative.

The following questions may help you in selecting the best sales position match.

1. Is this position field (outside) sales or inside sales?
2. Is the position proactive (outbound telesales or direct sales) or reactive (inbound telesales or indirect field through a distributor) or primarily customer service?
3. Is the position primarily responsible for a full line or a specialized product or service?
4. Is the sales effort account based (strategic or major accounts) or geographically based (territory sales)?
5. Is the sales person's responsibility primarily to acquire new accounts (hunter) or maintain and grow existing accounts (farmer)?



Note: Descriptions of each profile are available upon request.

SAMPLE TALENT AUDIT

The Talent Audit is enriched with data that can help you make critical placement, development and management decisions about your sales team.

Skill comparisons and overall success potentials for standard sales profiles as well as management, leadership, and individual contributor profiles in a comprehensive dashboard.

Accurate measures of work skills actuarially validated against a database of over 300,000 successfully performing salespeople, professionals and managers.

Profiles (Unique Sales Roles)



Your Talent Pool

Listing of Sales representatives who have taken the Chally Assessment.

Scores By Profile

Probability of success by individual scores

Color Coding Scores

Color coding indicates the individual's potential to successfully fill each of the Sales profiles identified. Green indicates strength or recommended for the position; yellow indicates caution / recommended with concerns; red indicates weakness or not recommended for this particular position.

EXPANDED VIEW OF THE TALENT AUDIT WITH UNIQUE PREDICTIVE SKILLS BY SALES PROFILE

Predictive Sales Skill (for Sales Manager)

By simply clicking on the profile column the file expands to show predictive skills measured within that specific sales profile.



Color Coding Scores

Color coding indicates the individual's potential to successfully perform each of the Sales predictive skills identified. Green indicates strength, Yellow indicates coachable, Pink indicates weakness or not a strength for this particular skill.

NEW! AUTOMATED ANALYSIS FEATURE

This unique feature allows you to sort the data automatically by selecting the appropriate query. For example, if you need to know employees who have the most management potential based on the predictive scoring, you would simply select "management potential" and the data is automatically sorted to display a listing of those employees with strength indicators in those specific competency areas. This new feature makes it simple to sort and analyze data in several different categories based on your needs. (Custom queries can be included for an additional fee.)

Chally Talent Audit 3.0

Automated Analysis | Dbl click to copy visible rows to new window | Double click to clear All selections

Db1 Click To Open | Db1 Click To Open | Db1 Click To Open | Db1 Click To Open

Account Management Overall Success Probability | New Business Development

High potential | Low Potential | Promotable to | Wrong job... better use | Management potential

Account Management
New Business Development
Line Production Management
Staff Project Management
Profit Center Manager

	49	57		
	39	59		
	58	53		
	47	54		
	62	48		
	72	42		
	50	59		
	51	51		
	61	52		
	56	61		
	56	46		
	52	51		
	66	60		
	68	54		
	65	55		
	64	63		
	73	49		
Average	47	59	58	54
Count	17	17	17	17
Strength	6	7	7	1
Caution	3	8	7	12
Weakness	8	2	3	4



WHAT IS INCLUDED IN THE TALENT AUDIT 3.0 PROGRAM?

The Talent Audit Program is a comprehensive solution that includes a complete set of tools to effectively aid in your talent management efforts. The Talent Audit Program deliverables include:

An Enhanced Talent Audit

- Assessment for individuals matched against existing Chally profiles.
- Assessment results scoring data downloaded into an electronic report. This report now includes a new Automated Analysis feature which allows you to sort the data automatically by selecting the appropriate query based on the talent management decisions that needs to be made. (Custom queries can be included for an additional fee.)
- Individual reports by participant (manager and employee)

Additional Assessments for NEW Participants

- Assessments for additional people (new hires, new positions, transfers) with individual reports.
- The number of additional assessments allotted is 20% of the number of participants in the initial Talent Audit.

Talent Audit Update


- One Talent Audit electronic report update to include data from the additional assessments, plus clean-up of data due to terminations, transfers, etc.

Service & Support

- Two hours of consulting time plus ongoing support as needed from an assigned Chally Account Manager.

Support Material

- A profile interpretation manual is included for each selected Chally profile utilized in the talent audit.



The HR Chally Group is a sales improvement, talent management, and leadership development corporation providing Total Quality Sales and Talent Management (TQSalesM™ and TQTalentM™) tools and research services across 35 countries for over 36 years. Chally is recognized as an international technology leader in scientific assessment and prediction for selection, job alignment, and development of sales and leadership.

*For more information on how Chally's Talent Audit
can help your organization, please contact:*

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