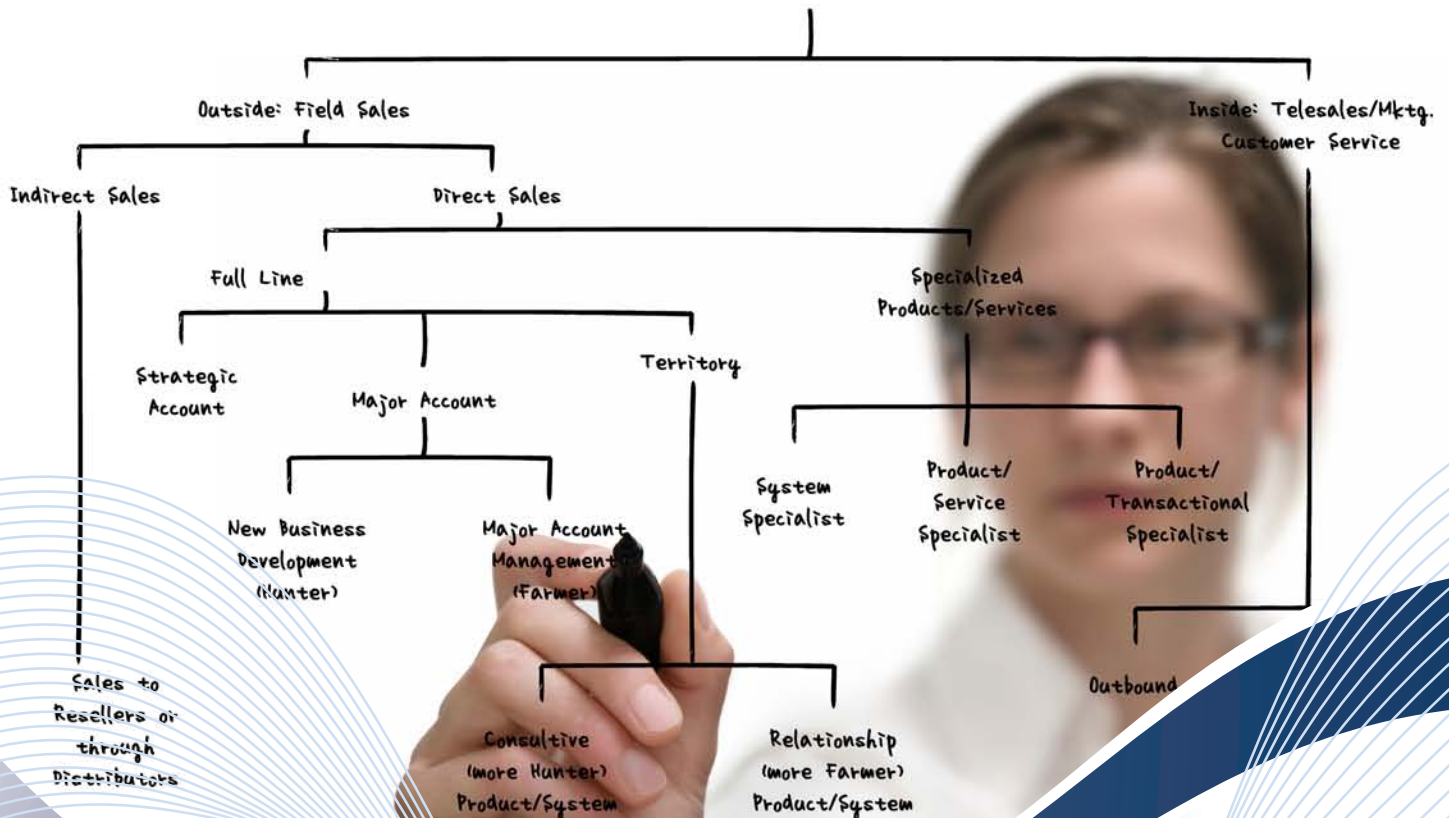


The Sales Talent Audit 3.0 Program

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

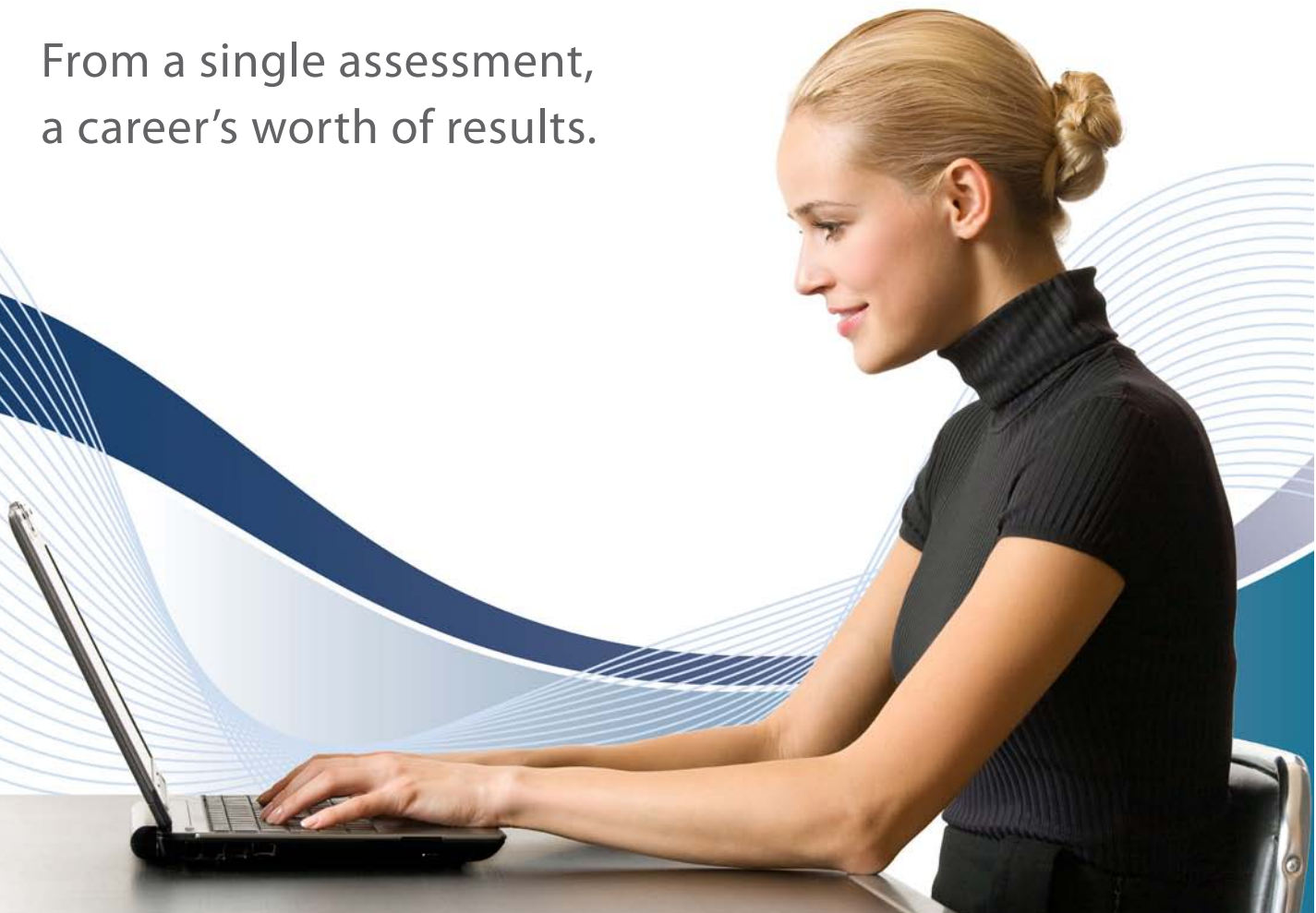
Assessment Measures...

- 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.

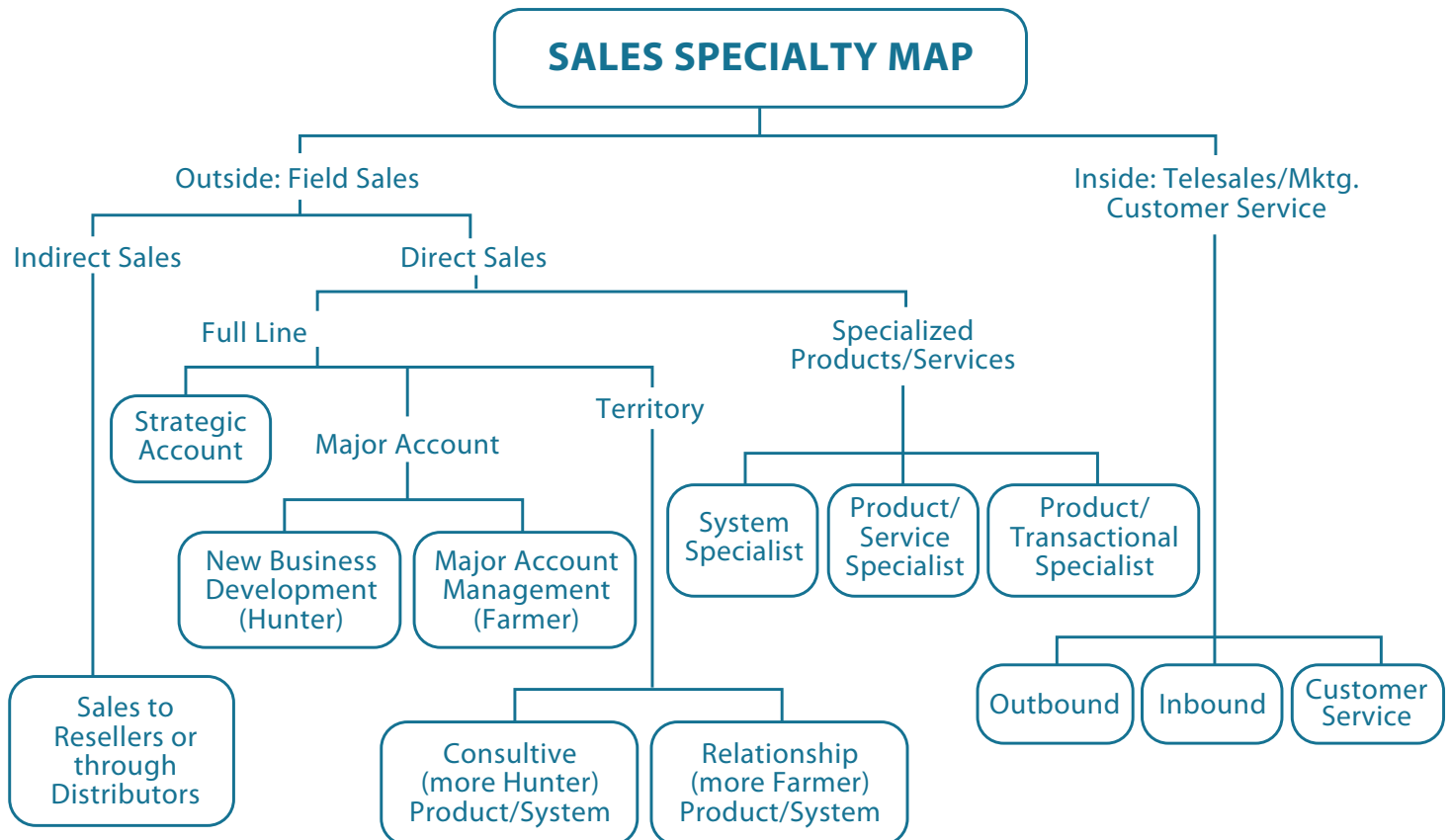


HOW TO SPECIALIZE YOUR SALES FORCE TO MEET COMPANY OBJECTIVES

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)

HR Chally Talent Audit					By The HR Chally Group				
Your Company's Name Here					Db1 Click To Open	Db1 Click To Open	Db1 Click To Open	Db1 Click To Open	
Presented By HR Chally					CUSTOMER SERVICE REPRESENTATIVE OVERALL SUCCESS PROBABILITY	INSIDE SALES REPRESENTATIVE ACCOUNT EXECUTIVE OVERALL SUCCESS PROBABILITY	ACCOUNT MANAGEMENT OVERALL SUCCESS PROBABILITY	NEW BUSINESS DEVELOPMENT	
Last Name	First Name	Title	Manager	Region					
DONALD	SAM	Sales Manager	David Jansen	West	53	70	49	57	
SMITH	CHRIS	Inside Sales Represent	David Jansen	West	66	76	39	59	
GRAHAM	LESLIE	Sales Manager	David Jansen	West	60	52	58	53	
LINK	FORREST	Sales Manager	David Jansen	West	23	58	47	54	
HILL	DONNA	Sales Manager	David Jansen	West	39	41	62	48	
LOUIS	TONY	Sales Manager	David Jansen	West	43	63	72	42	
MACK	BRAD	Sales Manager	David Jansen	West	55	54	50	59	
BLACK	JERRY	Sales Manager	Linda Carter	East	50	67	51	51	
KLINGER	KENNY	Sales Manager	Linda Carter	East	60	70	61	52	
KENNEDY	JIM	Sales Manager	Linda Carter	East	35	59	56	61	
BURNS	LYNNE	Sales Manager	Linda Carter	East	51	53	56	46	
AGNEW	BILL	Sales Manager	Linda Carter	East	62	49	52	51	
ROBERTS	BILL	Sales Manager	Linda Carter	East	54	67	66	60	
ELLIS	ROBERT	Sales Manager	Linda Carter	East	33	74	68	54	
TAYLOR	JACQUELINE	Sales Manager	Linda Carter	East	49	50	65	55	
CONRAD	ARTHUR	Sales Manager	Linda Carter	East	35	54	64	63	
JONES	LISA	Sales Manager	Linda Carter	East	31	52	73	49	
Average Scores Probability of success for team					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

Your Talent Pool
Listing of Sales representatives who have taken the Chally Assessment.

Recommended
Recommended With Concerns
Not Recommended

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.

HR Chally Talent Audit					By The HR Chally Group		Dbl Click To Close		Dbl Click To Close		Dbl Click To Open
Sample Company					EFFECTIVE NETWORKING	PROBLEM SOLVING	QUALIFIES PROSPECTS WITH STANDARD PROBES	COMMITTS TIME AND EFFORT TO ENSURE SUCCESS	CLOSES THROUGH LOGICAL INCREMENTAL STEPS	OPPORTUNISTIC	NEW BUSINESS DEVELOPMENT
Presented By HR Chally											
Last Name	First Name	Title	Manager	Region							
DONALD	SAM	Sales Manager	David Jansen	West	18	51	96	51	54	62	57
SMITH	CHRIS	Inside Sales Represent	David Jansen	West	18	64	98	51	77	84	59
GRAHAM	LESLIE	Sales Manager	David Jansen	West	66	51	72	61	54	29	53
LINK	FORREST	Sales Manager	David Jansen	West	44	70	30	94	60	23	54
HILL	DONNA	Sales Manager	David Jansen	West	75	13	5	61	54	84	48
LOUIS	TONY	Sales Manager	David Jansen	West	80	95	10	14	2	29	42
MACK	BRAD	Sales Manager	David Jansen	West	84	70	56	84	22	23	59
BLACK	JERRY	Sales Manager	Linda Carter	East	66	75	72	61	14	29	51
KLINGER	KENNY	Sales Manager	Linda Carter	East	89	75	72	61	14	14	52
KENNEDY	JIM	Sales Manager	Linda Carter	East	24	63	92	76	51	54	61
BURNS	LYNNE	Sales Manager	Linda Carter	East	66	75	56	19	10	14	46
AGNEW	BILL	Sales Manager	Linda Carter	East	18	51	72	89	54	44	51
ROBERTS	BILL	Sales Manager	Linda Carter	East	75	95	72	61	51	44	60
ELLIS	ROBERT	Sales Manager	Linda Carter	East	60	70	30	56	60	23	54
TAYLOR	JACQUELINE	Sales Manager	Linda Carter	East	56	13	72	61	40	62	55
CONRAD	ARTHUR	Sales Manager	Linda Carter	East	56	64	93	77	40	44	63
JONES	LISA	Sales Manager	Linda Carter	East	70	80	5	20	20	20	40
Average					57	64	59	59	41	41	54
Count					17	17	17	17	17	17	17
Strength					50 - 100		50 - 100		50 - 100		1
Caution					40 - 49		40 - 49		40 - 49		12
Weakness					0 - 39		0 - 39		0 - 39		4

Strength
Coachable
Weakness

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.

Scores By Skill

Probability of success by individual scores



WHAT IS INCLUDED IN THE TALENT AUDIT 3.0 PROGRAM?

The Talent Audit 3.0 Program is a comprehensive solution that includes a complete set of tools to effectively aid in your talent management efforts. The Talent Audit 3.0 Program deliverables include:

- 1.** Electronic and Interactive Summary Report which illustrates aggregate data by person, profile and individual skills. This enables you to assess your team against identified competencies, segmented by job profiles, to determine what talent potential exists and where development is needed.
- 2.** An updated electronic report based on new hires, promotions, deletions, reorganizations after initial talent audit.
- 3.** Executive Overview - provides an analysis of key findings in the Talent Audit.
- 4.** Measurement of team potential against identified standard sales profiles or identified management, leadership and individual contributors profiles.
- 5.** Manager and Individual employee reports which outline scoring by skill, descriptions and coaching tips.
- 6.** Two-hour telephone debrief with Chally Professional Service Advisor to review results.
- 7.** Allotment of additional assessments for new hires based on initial talent audit employee count.

For more information, contact Chally at 1.800.254.5995

THE TALENT AUDIT... A PROVEN SOLUTION

Testimonials

We performed the Talent Audit because we had a team who was new to the region and we had no idea what their skill sets were. We ran their scores against several competencies and were able to create individual course curriculums to address areas where they scored high and low. This became part of an accreditation program where they are completing courses to develop their specific skill sets to be a successful manager in the field. There are a lot of assessment companies out there but all of them failed to provide an aggregate report like Chally does. Chally's individual reports were also amazing. We appreciated the coaching tips which allowed the supervisors to work with the individuals on specific development opportunities.

Jeff Patton, Group Manager

Sales Performance and Leadership Development
Verizon

"I began looking for a tool that would allow us to assess and benchmark the competency of my client's workforce. With the results in hand, I hoped to build a training department for the bank that would focus on performance-based learning. What I learned by using the Chally Talent Audit was that we could see the strength of the workforce (in a color-coded way) that enabled us to review the alignment of business strategy with selection and with development. It is the first time I have been able to accomplish this with the use of just one tool."

"The ability to re-sort the data using various columns on the Talent Audit has proven very helpful in specific meetings, as we try to explain the results and discuss what is appropriate to do."


Elizabeth M. Smith, Owner and Managing Director

Heron Consulting Group, LLC

"When I found out about the Talent Audit, I realized that this solution was unequalled in the industry. I like all the features of the Talent Audit, especially being able to view the group all together and the ease of sorting the data any way you want - individual groups, locations, positions. I am able to see areas of practical intelligence, analytical ability and validity about a person or group, at a glance. It is so valuable to be able to see average scores on all competencies across all profiles. The Talent Audit is a major collection of competency information which can be organized for any situation."

Marcia Venus, Ph.D., Owner

Venus Leadership



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.

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