

Independent Study Reveals that Chally Customers Generate Higher Sales Performance than Other Assessment Providers

Dayton, OH, August 5, 2009 – Independent research firm, *CSO Insights*, recently conducted a survey of 1800 firms relating to Sales Performance Optimization. Of the sales forces surveyed – 650 use pre-employment testing, 346 of which developed their own. The results indicated that companies who use pre-employment testing for hiring generate 4% higher results than those who don't. More specifically, HR Chally, a talent management company located in Dayton, Ohio, has been cited as having a **10+% higher hiring win rate, which is a 7% improvement over other pre-employment selection testing methods.**

Each year the focus of CSO Insights research has been on capturing the specific challenges that today's sales teams are facing, and why these problems exist. This year, survey questions focused on sales performance metrics relative to eleven key areas: Sales Force Demographics, Sell Cycle Analysis, Assessments for Sales Strategy Development, Sales Cycle Execution, Account and Sales Management, Sales Process as well as Utilization of CRM, CRM2.0 and Internet and Sales Knowledge Management and Sales & Marketing Alignment.

Sales executives who participated gave feedback on over 100 unique sales performance metrics. In the areas of Assessments and Employee Turnover, HR Chally was highlighted in several segments of the findings. Over 90% of respondents rating Chally's solution reported an improvement in sales force performance results rating their sales force as meeting or exceeding expectations. Three of the top metrics where Chally users indicated higher ratings are:

1. Develop sales strategy: 15% more met or exceed expectations
2. Differentiate versus competition: 10% more
3. Effectively cross sell/up-sell: 9% more

The survey findings also revealed that 62% of sales reps that have met their quota were given a competency test which suggests a firm should consider competency assessments as part of their hiring process. Companies which were successfully using testing of sales rep competency and aptitudes during their hiring process experienced significantly less ramp-up time.

Bottom line, new metrics from this survey confirm that most firms using third-party assessments during the hiring process say the effort is worth it. So what did the survey determine were the top sales effectiveness initiatives for 2009? It's no surprise "Revising sales rep hiring strategy" and "Revising sales team structure" are in the top 12. It's proven that testing can help you reduce the number of bad hires and significantly increase ROI in relation to revenue, turnover, ramp-up time and training costs, and that Chally assessments outperform all other options.

The 2009 Sales Performance Optimization study can be purchased from *CSO Insights* by going to www.csoinsights.com.

About HR Chally: The HR Chally Group, located in Dayton, Ohio, is a sales improvement, talent management, and leadership development corporation providing Total Quality Sales and Talent



Management (TQSalesM™ and TQTalentM™) tools and research services to more than 2,500 customers in 18 different languages 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. www.chally.com