



## **HR Chally Launches TQSalesM - Total Quality Management Techniques for Sales with Guaranteed Results**

**Dayton, Ohio, March 31, 2009** - Total Quality Management (TQM), the data-driven methodology for eliminating defects in organizations based on standards, measurements, and repeatable processes, has provided undeniable success for organizations around the world by eliminating waste and improving productivity. HR Chally has utilized their 35+ years of sales research and excellence in predictive/analytic sales performance and launched a new sales management solution. This solution, called TQSalesM, leverages processes associated with Lean, Six Sigma and TQM for managing sales talent.

What makes this new solution so powerful is not only the proven methodology, but the guarantee. Chally is so confident in this solution they will provide a “Chally Predictive Assurance” (CPA) ROI Guarantee associated with the achievement of mutually agreed upon targets. If those targets are not achieved, Chally will refund to their client up to 100% of our fees associated with performance metric misses.

TQM requires a system of precise measures – objective and accurate enough for statistical analysis. By contrast, the measurement of sales force performance typically involves subjective and overly-general data that proves to be too fallible to support the level of accuracy that TQM requires.

Research suggests that only a Six Sigma or TQM approach can accomplish the necessary level of quality improvement in the management of intellectual capital. Using the TQM approach for sales or Total Quality SALES Management (TQSalesM) requires focusing primarily on identifying the “causes of failure” of otherwise qualified sales and service people. This is a counter opposite approach to the more common identification of the criteria for success as typically seen in job analyses and competency studies. A TQSalesM approach is capable of establishing a single instrument that can measure all of the relevant competencies with an accuracy level robust enough to support substantial quality gains in the management of a company’s most valuable “Human” assets.

The initial requirement (Year 1) is an accurate measure of any individual’s skills, competencies, motivational drivers, work habits and potential for developing future competencies. The assessment instrument must be criterion validated to be predictively accurate of measured productivity improvements and/or reduction in “unwanted” turnover well beyond the 55%-65% accuracy most commonly reported.

The result is a TQ*SalesM* System – an information repository where organizations have a complete inventory of strengths and weaknesses for all employees in every key position. This relational database can distinguish the job performance potentials for key talent located anywhere in the organization.

Increasing productivity means beating the infamous 80/20 Rule... 20% of the sales force brings in 80% of the total sales. If the top salespeople produce a substantial proportion of total sales, there is an immense opportunity for productivity increases. The 80/20 rule actually describes a normal curve or random distribution of top, average, and poor sales performers, and there are as many poor performers as strong performers. Importantly, the out-of-pocket costs (before variable compensation) of a poor performer are as high as or higher than a top performer.

The Chally Predictive Assurance (CPA) ROI Guarantee could be tied to metrics such as:

- Turnover reduction
- New Rep Ramp-up time
- Average revenue per salesperson
- Total revenue or GP improvements
- Other mutually meaningful and measurable targets

HR Chally has developed this comprehensive TQ*SalesM* program that will deliver predictable revenue increase of 15%-25% through improvements in salesperson ramp-up times, cost savings associated with reductions in sales force turnover, and growth in overall sales force productivity... guaranteed. To learn more about Chally's proven TQ*SalesM* methodology, call 1.800.254.5995, ext. 312. Or contact us to perform a FREE TQ*SalesM* webinar or to receive a white paper that illustrates an analysis of the potential of TQ*SalesM*.

The HR Chally Group is a talent management, leadership development, and sales improvement company located in Dayton, Ohio. Chally has provided solutions to help improve productivity, reduce turnover and develop leadership for corporations in over 49 countries for more than 35 years. For more information about HR Chally, go to [www.chally.com](http://www.chally.com).