

GrowthPlay Chally's Predictive Sales Talent Assessment Produces Multi-Use Insights

GrowthPlay Chally

Best Advance in Candidate Assessments Technology

April 2021



Company Background



Company-at-a-Glance	GrowthPlay Chally
Headquarters	Chicago, IL
Year Founded	2014
Revenue	\$5.5 million
Employees	26
Global Scale	GrowthPlay's Chally Assessment™ and talent-management tools are utilized on a global scale by companies doing business in more than 49 countries.
Customers/Output, etc.	GrowthPlay is the leading research-based sales effectiveness consulting and training firm. It helps companies fuel business growth by enabling them to better understand the sales talent they need, the talent they have, and what to do to close the gap. Its experience working with sales organizations spans industry, segment, private or public. Its clients tend to be fast-growth companies looking to quickly scale their organizations and mature (established) companies who are planning a sales transformation. GrowthPlay's holistic solutions include talent assessments, research-based analytics, training and coaching.
Industry	Management Consulting
Website	www.GrowthPlay.com

Value Proposition

GrowthPlay's Chally Assessment™ provides quick, easy access to valid, specific predictions of sales capacity along with insights into the competencies and motives of candidates and current client-facing staff.

The GrowthPlay Chally Assessment helps take the guesswork out of sales talent management by predicting potential for customer-facing roles. Like the way a DNA strand identifies the genetic makeup of an individual, the assessment provides insight into the natural aptitude of each respondent.

Clients utilize data from the Chally Assessment to:

- **Make Better Hires** — Immediate deep understanding of who is a right fit for sales and which role best suits their strengths and motivations
- **Focus Development Dollars** — Dynamic insights to create targeted development plans for individuals, teams and /or the entire sales organization
- **Improve Performance** — Ability to rapidly determine which individuals have the most potential for success versus those that are not well fit for their role when conducting cost transformation initiatives
- **Unlock Potential** — Engage sales teams by understanding key motivations and habits that allow them to do their best work
- **Build a More Competitive Salesforce** — Analyze a current sales teams' capabilities against those needed to deliver a re-imagined sales strategy, determining which roles the organization will need to hire for versus where it currently has the right fit

Here is a recent testimonial from one GrowthPlay Chally's clients.

- “Having used the GrowthPlay Chally Assessment for almost 20 years, I can truly say that this assessment is a ‘game changer’ for individuals and organizations. Our goal at Carter Fraser Inc. is to ‘help individuals, teams and organizations drive profitable growth’. The GrowthPlay Chally Assessment is integral to our consulting practice as it is the ONLY assessment that has the ability to predict an individual’s potential. Results of the GrowthPlay Chally Assessment provide unbiased quantitative data that identifies which candidates have potential for success in a specific role. The ability to identify natural strengths (and potential skill gaps) early in an employee’s career is critical to being able to put them in the right role with the right training for them to maximize their ability to contribute to the success of the organization. Results from our long-term clients have proven again and again that the assessment results are accurate and truly predict which candidates will be successful in a specific role. Managers can be

biased. The GrowthPlay Chally Assessment provides unbiased data to help organizations make better hiring and promotion decisions. Once a leader has used the GrowthPlay Chally Assessment, they won't hire or promote without it.”
— **Kristi Dinsmore**, Founding Partner, Carter Fraser

Product or Program Innovation

GrowthPlay's Chally Assessment is innovating the way companies screen, interview and hire salespeople. Most pre-hire candidate assessments are designed to rule people “in or out” of the selection process. However, with the current disruption of consumer buying habits due to the global pandemic, companies realize they must establish strategies for responding to the rapidly shifting market dynamics. As a result, they must think differently about how they select and develop sales talent. They cannot afford to overlook hidden talent and undiscovered potential to keep pace with the new normal of selling.

In 2020, GrowthPlay introduced an innovation to its platform: multi-use insights to support decision-making enabled by benchmark role profiles and flexible technology.

GrowthPlay expanded its benchmark role profile library to 18 to include service roles. Additionally, enhanced functionality allowing for each assessment taker's data to be viewed dynamically across multiple fields and multiple formats was made available in an easy-to-use format.

From one assessment taker interaction, recruiters have reporting on a candidate's natural potential for a variety of different sales roles, opening up new ecosystems of talent that might have previously been overlooked. This enhanced functionality allows for at-a-glance decision-making individually or in comparison to other candidates. Integration with ATS and other HRIS can further enhance a client's ability to create custom views of their talent. Recruiters and sales managers can have broader conversations about the best use of each individual's strengths and sales capacity as well as the overall capacity of the sales organization.

In addition to the advances in reporting described above, GrowthPlay's modernized survey platform features:

- Cloud-based functionality optimized for mobile devices
- Enhanced candidate experience
- Intuitive administrative functions
- Ability to create custom roles accessing largest library of sales-specific competencies
- Simple, clean, easy-to-read reports

Unique Differentiators

While there are many predictive assessments on the market, GrowthPlay's Chally Assessment is unique in that:

- It is based on 45 years of world-class sales research.
- It contains the industry's largest library of sales-specific competencies.
- Clients can quickly and easily access insights about a respondent's fit for any of 13 common families of sales roles and five service roles.
- Dynamic decision-making capabilities comparing candidates and seamless integration of reporting with ATS/HRIS.
- Services are available to clients who wish to create tailored or custom (locally validated) profiles.
- Implementation is supported by a customer success and consulting team with deep expertise in sales team structure and role design.

Other assessment providers tend to assume that there is one universal profile of a successful seller. The Chally Assessment Signature Sales profiles are based on extensive, ongoing research and statistical validation studies. This research has allowed GrowthPlay to identify the attributes that reliably predict performance for 18 benchmark sales and sales-management roles. Long before discussing assessments, GrowthPlay encourages clients to pause and first ensure the design of their sales organization reflects a deliberate and focused sales strategy. The client-facing team helps clients align their sales roles to their sales strategy and their sales talent to their specific sales roles. In so doing, GrowthPlay enables clients to deploy a talented, high-capacity salesforce that drives revenue growth.

Measurable Result

Clients have been using the Chally Assessment to inform talent-management decisions for more than 45 years. Return on Investment (ROI) analyses have been conducted for a variety of clients to examine the impact that using the Chally Assessment has on business outcomes. GrowthPlay worked closely with key stakeholders within client companies to determine the business outcomes that are of most importance to them. Researchers then conducted sophisticated statistical analyses to evaluate the link between these outcomes (e.g., increased quota attainment, reductions in turnover, increases in productivity) and the Chally Assessment recommendations. The following paragraphs highlight a sample of the measurable benefits and key findings from a series of ROI studies conducted for GrowthPlay Chally's U.S. and global clients between 2007 and 2019.

Client Case Study

A global biopharmaceutical company hired GrowthPlay Chally to help them create a data-driven talent management strategy for their sales organization. In the past, they had relied on gut reactions and “hoped for the best.” GrowthPlay Chally conducted a job-analysis process for their territory sales organization. The goal of this process was to determine the skills and behaviors that differentiate success by sales role.

Using the library of benchmarks to determine the competencies (skills and behaviors) that were critical for success, GrowthPlay Chally determined six key competencies that distinguished top performers from low performers. The GrowthPlay Chally tool was used to assess the existing sales force to understand the organization and what success looks like in action.

Researchers compared the degree to which individual's skills matched their role profile as well as the correlation to their job performance. They then compared new and seasoned employees over a multi-year timeframe, using quota attainment as the key measure of job performance.

The analysis demonstrated that sales representatives whose assessment indicated a high likelihood of job performance, did in fact, perform better than those with less predicted job fit. Individuals with high job fit were shown to attain greater job performance. The results were significant as 88% of those scoring with the right job fit were shown to achieve the highest discretionary awards.

The client's HR Business Partner states “Using the GrowthPlay Chally tool allows us to get behind the meat of what top salespeople do. It has helped us better understand what makes our sellers tick.”

Additional Examples of Business Outcomes

Sales consultants at an international mortgage lending institution who were recommended on the Chally Assessment averaged more than \$30,000 more in monthly sales. Across the sales consultant workforce, this increase amounts to more than \$18 million in additional annual sales.

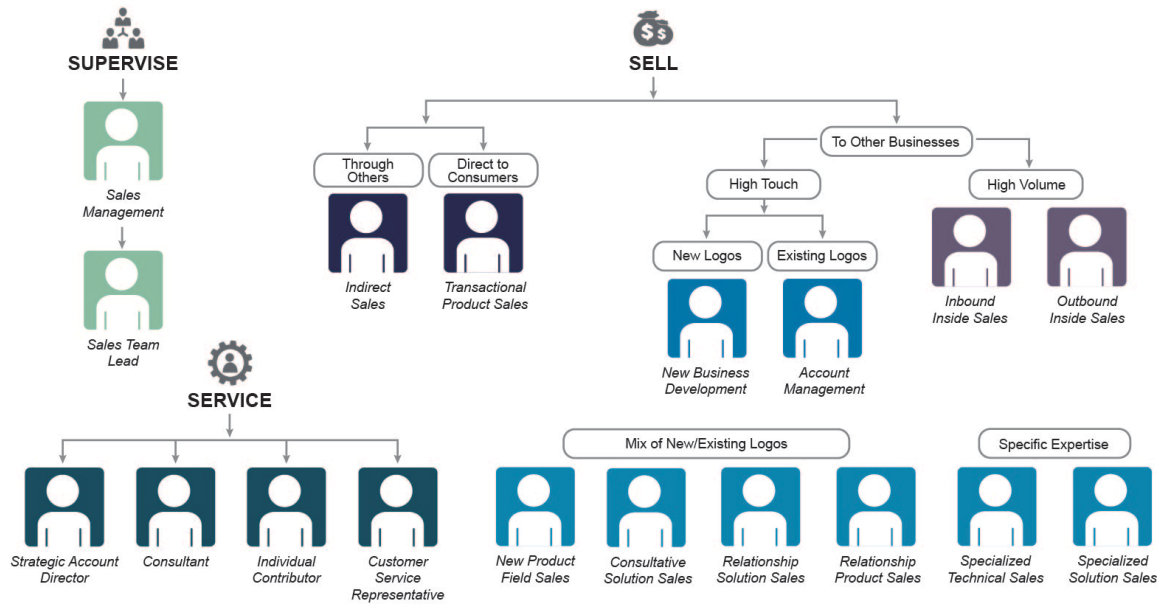
At a technology solutions company, account executives who were recommended on the Chally profile generated 23% more revenue than those who were not recommended. These findings were prior to account executives achieving full ramp-up and are equivalent to \$1.5 million in additional revenue.

Account executives at a freight brokerage firm who were recommended on the Chally profile facilitated 23% more freight movements than those who were not recommended. In addition, high-scoring account executives also generated 20% more revenue.

At a waste-management company, sales professionals who earned high scores on the Chally position profile achieved on average 74% higher attainment against their sales plans. Improvements of this magnitude were found in both stable and growth territories.

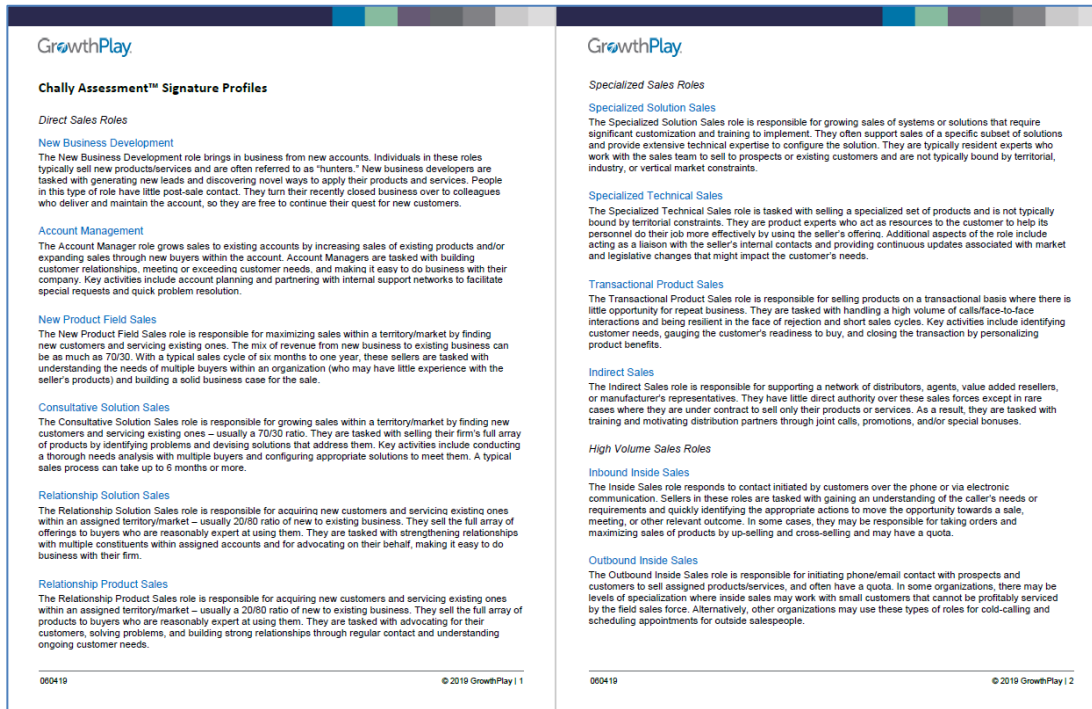
Appendix

Figure 1: GrowthPlay Chally Assessment Profile Library



Source: GrowthPlay Chally

Figure 2: Sample In-Platform Dashboard Reporting

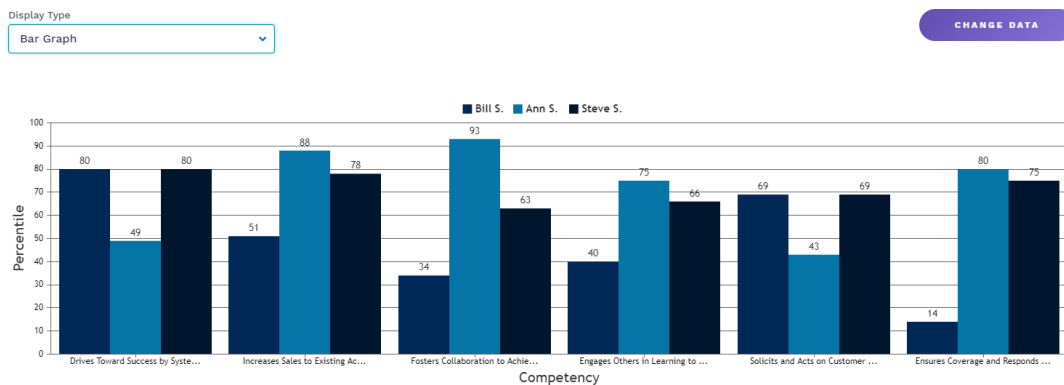


Account Management Benchmark

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FIRST NAME	LAST NAME	PROFILE FIT SCORE	DRIVES TOWARD SUCCESS BY SYSTEMATICALLY MANAGING ACCOUNTS	INCREASES SALES TO EXISTING ACCOUNTS AS A MEANS OF SALES EXCELLENCE	FOSTERS COLLABORATION TO ACHIEVE SHARED GOALS	ENGAGES OTHERS IN LEARNING TO MAXIMIZE BENEFIT FROM PURCHASE	SOLICITS AND ACTS ON CUSTOMER FEEDBACK	ENSURES COVERAGE AND RESPONDS TO CUSTOMERS
Ann	Smith	68	49	88	93	75	43	80
Bill	Sample	48	80	51	34	40	69	14
Steve	Smith	72	80	78	63	66	69	75

Account Management Benchmark



Source: GrowthPlay Chally

About Brandon Hall Group

With more than 10,000 clients globally and 27 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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