



Sales Education Foundation Career Development Program

SEF's Career Development Program provides students with the opportunity to participate in the Chally Assessment, a behavioral-based, predictive assessment. Through a partnership with our corporate sponsor GrowthPlay, SEF offers this program to universities teaching Professional Sales at no cost to the university or student.

After completing the assessment, students receive personalized results, allowing them to gain insight into areas of predicted strengths and obtain valuable information on developing work-arounds for areas where growth opportunities exist. Their results can be used at interviews and job fairs to showcase strengths and demonstrate predicted success in a sales role.

Chally assessment results provide students:

- *A personal description of predicted strengths
- *Identification of personal role alignment
- *Suggestions for development/management

The Sales Education Foundation (SEF) is a non-profit organization founded in 2007 to elevate the sales profession through support of university education.

SEF creates educational materials, publicizes sales program offerings, provides research grants and promotes public awareness regarding the benefits of university sales education and professional sales careers.

The SEF is a component fund of The Dayton Foundation, a 501(c)(3) public charity.

See reverse side for more information



SEF Career Development Program support materials include:

- PowerPoint presentation
- Professor's Materials Kit*
- Profile Interpretation Manual (PIM)

*Professor's kit contains documents on interpreting results, low-match policy, validity statements and other important materials.

How It Works -

Students' name and email address are used to send instructions and link to Chally online assessment. Professor training includes information on dedicated portal for sending links and viewing results.

Since 2007, over 20,000 sales students from university sales programs have completed the assessment and received personalized results.

For more information call 800-776-4436 or email Marty Holmes, Associate Director, marty@salesfoundation.org.

To learn more about SEF programs and offerings visit our website: <https://salesfoundation.org/>

"I found the assessment to be an extremely valuable learning tool to sharpen my sales skills."

-sales student

Career Development Program 5 Steps

