

# Using the Chally Assessment

Dimitri Kapelianis

Director of the Center for Sales & Business Development

Associate Professor of Marketing

University of New Mexico

# Context

- Relatively new sales program
  - Intro class first offered in the Spring of 2019
- Two course-sequence
  - Professional Selling
  - Sales Practicum
- Sales Certificate offered for the first time in Fall 2020
- Sales is **NOT** a required course



# Why Students Take My Class

All Anderson Alumni with a LinkedIn Profile

(n = 10,975 alumni)

## What they studied + Add

2,034 | Business Administration and Manage...



1,720 | Accounting



1,273 | Marketing



1,226 | Finance, General



702 | Management Information Systems, Gen...



615 | Human Resources Management/Person...



## What they do

2,000 | Business Development



1,216 | Operations



1,169 | Finance



1,049 | Sales



969 | Accounting



823 | Information Technology



# Why Students Take My Class

All Anderson Alumni with a LinkedIn Profile who Studied Marketing

(n = 1,678 alumni)

## What they studied + Add

2,034 | Business Administration and Manage...



1,720 | Accounting



1,273 | Marketing



1,226 | Finance, General



702 | Management Information Systems, Gen...



615 | Human Resources Management/Person...



## What they do

352 | Business Development



304 | Sales



202 | Marketing



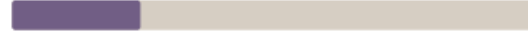
202 | Operations



99 | Finance



86 | Program and Project Management



# Course Goals

1. Challenge students' stereotypes about sales
2. Expose students to the rich variety of rewarding careers in sales & business development
3. Persuade some students to take the upper-level course and participate in competitions
4. Provide corporate partners with access to sales talent



# Course Structure

## Theoretical

- Asynchronous, online lectures
- “Professional Selling” by Deeter et al.
- 13 chapters, one per week



Quiz every week

Guest  
Speakers

## Experiential

1. LinkedIn profile
- 2. Chally Assessment**
3. Salesperson Interview
4. Visume
5. Speed Networking
6. RNMKRS
7. Sell Me This Pen



# Course Goals Fulfilled

1. Challenge students' stereotypes about sales --- **Chally**
2. Expose students to the rich variety of rewarding careers in sales & business development --- **Chally**
3. Persuade some students to take the upper-level course and participate in competitions
4. Provide corporate partners with access to sales talent --- **Chally**



# Questions?



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& BUSINESS DEVELOPMENT**



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