

“Using Chally” Webinar

.....

Scott Friend
Professor of Marketing – Miami University
April 12, 2021



Introducing Chally

- Multi-step process
 - Module 3: Notification
 - Module 4: Complete Chally Deadline
 - Module 6: Chally Class



Module 3

Notification

- » Batch upload
- » Ordering reports
 - › Account Management (same)
 - › Consultative Solution Sales (Territory Consultative System Sales)
 - › Indirect Sales (same)
 - › New Business Development (same)
 - › Relationship Product Sales (Territory Relationship Product Sales)
 - › Specialized Solution (System Specialist)



Module 4

Complete Chally Deadline (email / announcement)

- » Your Chally Assessment is due this week. At this time, you should have each received an email from noreply@chally.com with the subject line (YOUR NAME, your Chally Assessment link is ready!). If you did not receive the link to this assessment, please (a) check your spam folder and then (b) reach out to me if still necessary. Please complete the assessment for assignment credit. We will discuss your results in a few weeks as a part of the Chally Assessment Discussion (Module 6), but it takes some time to complete the assessment and then receive your results. This week is therefore just about completing the assessment itself. Further instructions are located in the assignment link.
 - › See also the 2021_Student_CDP slide deck for preliminary information.
 - › Plan for the assessment to take about 1 hour. I encourage you to give the assessment an honest effort, as the strengths/weaknesses results are extremely valuable to your personal development. The results, however, are only as good as your effort (i.e., junk in / junk out).



Module 6

Chally Class

- » Review Chally and value of assessments
- » Discuss our view of holistic view of sales up to this point, rather than the variations across sales roles
- » Overview of six sales roles
- » Discuss match types, scoring, and strengths
- » Sample report and critical success skills
- » What results may tell you



Module 6: Chally Class (in-person)

- Individual Development (~10 minutes)
 - What are your two greatest strengths and two greatest weaknesses?
 - What are your key motivators?
 - Find your Top 6 Critical Success Skills (across all positions) and create a job for you based on those skills.



Academic

- Problem-solving
- Teaching in a structured setting
- Close through logical, incremental steps
- Educate customers through training
- Commit time and effort to professional development



Module 6: Chally Class (in-person)

- Group Development (~15 minutes)
 - After you form groups, you will be assigned one of the six positions. Your group will need to describe to the class what the position is and the skills that are used to make the assessment on the position (see PIMS packet for more details).
 - Pick the 1 skill you think is the MOST important to the role.
 - Assume the role of a sales leader and develop a (a) training module (i.e., how to teach / develop skill) and (b) motivational model (i.e., how to motivate / incentivize skill) to increase these key skills on your sales team. These modules require leveraging information regarding the skill/capability levels, coaching suggestions, and motivational characteristics.
 - Within your group, some members will be strong, moderate, and low matches for position. Use this variance to your advantage and consider both sides of the development (i.e., how to facilitate strengths and overcome weaknesses).
 - Describe other (non-sales) roles that may also be a strong match with this position based on critical success skills.
 - Each group will make a ~3 minutes presentation based on the above.



Module 6: Chally Class (online)

- Review Chally Assessment Debrief slide deck
- Watch (a) how to read a best fit report and (b) how to read your individual strengths report videos
- Post to the Chally Assessment Discussion board



Materials

- 2021 Student Career Development Program (PwrPt)
- How to Read a Best Fit Report: <https://vimeo.com/401405917>
- How to Read Your Individual Strengths Report: <https://player.vimeo.com/video/404754909>



Module 6: Chally Class (online)

- Chally Assessment Discussion Board
 - Describe which role you scored Best Fit (e.g., name of role, role description, key skills).
 - Pick two of the key skills from within your Best Fit role that you think are the most important. Explain why you picked these two skills as the most important to the role.
 - Assume the role of a sales leader and develop a (a) training module (i.e., how to teach / develop skill) and (b) motivational model (i.e., how to motivate / incentivize skill) to increase the two key skills you selected. These training modules require leveraging information regarding the skill/capability levels, coaching suggestions, and motivational characteristics included in your assessment results packet(s).
 - For example, imagine that you are a sales manager and you have a team of five sales reps. After their completion of the Chally Assessment for your Best Fit role, you learn that they are low on Skill 1 and Skill 2 (i.e., the two capabilities you have identified as most important to their role). What can you do? You could either train them to get better on Skill 1 / Skill 2 (describe how you would do that) and/or you can try to create an incentive system to motivate them to engage in Skill 2/ Skill 1 further (describe the structure of that system). You can look at your Chally Assessment results for insights on this part of the discussion. Depending on your score on a given skill (high/medium/low) there are coaching tips provided.





Spring Semester 2020-21

Home

Secure Exam Proctor

Announcements

Syllabus

Modules

Discussions

Assignments

Quizzes

Grades

Pages

People

UDOIT

DUO Bypass

Rubrics

CARES

Zoom

My Media

TopHat

Ally Accessibility Report

Files

Outcomes

Collaborations

Conferences

This is a graded discussion: 9 points possible

Chally Assessment Discussion

DIRECTIONS

STEP 1:

After reading the assigned book sections, reviewing the slides and video lecture, respond to the following question:

- In reviewing your Chally Assessment results:
 - Describe which role you scored Best Fit (e.g., name of role, role description, key skills).
 - Pick two of the key skills from within your Best Fit role that you think are the most important. Explain why you picked these two skills as the most important to the role.
 - Assume the role of a sales leader and develop a (a) training module (i.e., how to teach / develop skill) and (b) motivational model (i.e., how to motivate / incentivize skill) to increase the skill/capability levels, coaching suggestions, and motivational characteristics included in your assessment results packet(s).
 - For example, imagine that you are a sales manager and you have a team of five sales reps. After their completion of the Chally Assessment for your Best Fit role, you learn that they're their role). What can you do? You could either train them to get better on Skill 1 / Skill 2 (describe how you would do that) and/or you can try to create an incentive system to motivate your Chally Assessment results for insights on this part of the discussion. Depending on your score on a given skill (high/medium/low) there are coaching tips provided.

Document your sources! You may abbreviate all sources provided in course, but are asked to provide full documentation of outside sources (author, title/publication info and/or web address, date).

You will not see the posts from other students until **after** you have submitted your post. You will not be able to edit your initial post.

STEP 2:

Follow up by **responding to two reflections** by your peers. Please be specific and constructive in your responses - you are graded on engaging substantively with these peers' work.

GRADING INFORMATION

Your work will be graded based on how well the following criteria are addressed (see [Discussion Grade Rubric](#)):

- Development of Ideas
- Evidence of Critical Thinking
- Responses to Students / Instructor

Click the option dots at the top right of the discussion board to show the full rubric that will be used for this assignment.



Published Edit

due Mar 10

3

Discussion Rubric (9 Points)					
Criteria	Ratings				Pts
Development of Ideas	3 pts Exemplary Well-developed ideas; introduces new ideas and stimulates discussion	2 pts Proficient Developing ideas; Sometimes stimulates discussion	1 pts Needs Development Underdeveloped ideas which do not add to discussion	0 pts Incomplete Does not enter the discussion	3 pts
Evidence of Critical Thinking	3 pts Exemplary Evidence of critical thinking, analysis, and synthesis; Postings characterized by depth of insight, originality of treatment, and relevance; Perhaps offers an unusual insight; Well-supported arguments	2 pts Proficient Beginning stages of critical thinking; Accurate, but could be improved with more analysis and creative thought; Tendency to rehash facts rather than address issues	1 pts Needs Development Poorly developed critical thinking	0 pts Incomplete Does not enter the discussion	3 pts
Responses to Students / Instructor	3 pts Exemplary Meaningful interactions with students / instructor on two or more occasions	2 pts Proficient Meaningful interactions with students / instructor on one occasion	1 pts Needs Development Surface-level interactions with students/instructor	0 pts Incomplete Does not enter the discussion	3 pts
Total Points: 9					



Thank You! Questions?

Scott Friend - friendsb@miamioh.edu