

How to Transform Your Sales Force

Training & Development



**Tuesday,
August 24, 2010**

9:00 a.m. - 12:00 p.m.

No fee to attend.

**Research Shows That
Nearly 60% of Sales
People Do Not Achieve
Their Quota.
Does Your Sales
Organization Need a
Transformation?**

Employers Resource Association

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Did you know the average tenure for a sales leader is only 18 to 24 months? If you answer yes to one or more of the following questions, you should attend this session!

- Have you experienced no or slow revenue/profit growth over the last 3 years?
- Has your organization been experiencing sales turnover in excess of 20%?
- Does your sales team focus on selling products rather than consultative solutions?
- Do you have a tenured sales team of farmers but are in need of hunters that can focus on attracting new business?
- Is your sales management team struggling in selecting, aligning, developing, and coaching their sales teams?

James Killian, Chief IO and Scott Hudson, VP of Sales and Marketing with The HR Chally Group. They will host an interactive discussion on how to leverage Chally's 35 years of sales research and Predictive Sales Talent Analytics to aid you in transforming your sales force.

Many assessment tools measure elements such as a person's organizational skills or key personality characteristics such as extroversion, assertiveness and so on. Chally's unmatched database has shown that organizational skills and personality characteristics are NOT predictors of success in the sales profession. In fact, their research has shown that many highly effective sales professionals are not the most organized. Chally has identified what the predictors of success are and has the tools to help you improve your batting average in analyzing your current team, as well as selecting sales professionals by focusing on those **PREDICTORS OF SUCCESS**.

FREE ATTENDANCE BONUS

Typically, the Chally assessment fee is \$250. Chally has agreed to run a special for ERA members. Through August 31, 2010, you can purchase 3 assessments, a unique and research competency model, along with a customized interview guide for the low price of just \$500, a savings of \$250!!!

And to make the deal even more attractive, you will receive three assessments absolutely **FREE!!!** But you have to attend the August 24th session to be eligible for the **FREE** offer. What better way to test drive the Chally than for free? Why would we make this crazy offer? We believe that once you use it, you'll never make another employment offer until you **RUN THE CHALLY**.

To register :

1. Go to [https://chally.webex.com/chally/j.php?](https://chally.webex.com/chally/j.php?ED=118650302&RG=1&UID=0&RT=MiMxMQ%3D%3D)

[ED=118650302&RG=1&UID=0&RT=MiMxMQ%3D%3D](https://chally.webex.com/chally/j.php?ED=118650302&RG=1&UID=0&RT=MiMxMQ%3D%3D)

2. Register for the meeting.

3. Check for confirmation email with instructions on how to join

To view in other time zones or languages, please click the link:

[https://chally.webex.com/chally/j.php?](https://chally.webex.com/chally/j.php?ED=118650302&RG=1&UID=0&ORT=MiMxMQ%3D%3D)

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