

### Effective Sales Profile

- A competence model that defines what skills and knowledge are required for effectiveness in a sales role
- The generic framework can be used to development profiles for specific sales roles in an organisation – so it becomes a custom profile
- It can be used for self-analysis as the basis for manager / sales person discussion. It can also be used to define development priorities at a sales team level
- The profile covers 6 competence areas and a total of 33 competence descriptors

### Completing the Profile

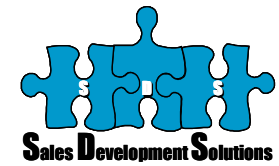
- There are 6 competence areas – communication & influencing, planning & analytical, business perspective & orientation, product & market awareness, self management and team orientation
- For each competence descriptor there is a 1-6 ranking scale:
  - 1 = no or little competence
  - 2 = significant opportunity to develop
  - 3 = some opportunity to develop
  - 4 = competence level sufficient to perform to standard
  - 5 = high level of competence
  - 6 = excels in this area
- Each competence descriptor has an A-B-C ranking which can be defined against a specific sales role. A = very important, B = Important and C = Less Important
- N/A – not applicable – can be flagged for any descriptor in relationships to a specific sales role
- Output – 3 key strengths and 3 key development areas

## SKILLS DEVELOPMENT – EFFECTIVE SALES PROFILE

### Effective Sales Profile

- 6 Competence areas
- 33 competence descriptors
- Ranking scale for each descriptor
- Assessments on scale 1-6

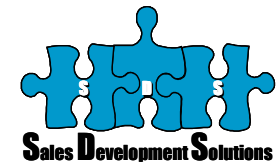
COMPETENCE AREA - COMMUNICATION AND INFLUENCING	RANKING A – B – C	N/A	CURRENT COMPETENCE LEVEL					
			L					H
			1	2	3	4	5	6
1) Displays a positive and assertive behavioural style in all communications.								
2) Employs a range of questioning skills, creating a positive dialogue.								
3) Actively listens, checks understanding and interprets information.								
4) Establishes rapport and adopts an appropriate behavioural style in a range of situations.								
5) Writes proposals in clear concise terms.								
6) Presents proposals clearly and confidently, relating products and services being proposed in terms of value to the customer.								
7) Responds to conflicts and hurdles in considered terms, manages issues whilst retaining the relationships.								
8) Motivates and influences the customer in all communications, builds commitment assertively in non-confrontational terms.								
9) Displays leadership skills in managing an account team to develop strategies and action plans to win business.								



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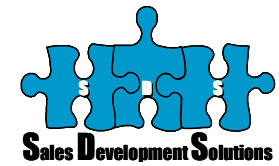
COMPETENCE AREA - PLANNING AND ANALYTICAL	RANKING A – B – C	N/A	CURRENT COMPETENCE LEVEL					
			L					H
			1	2	3	4	5	6
1) Defines clear objectives for meetings with customers, plans and agrees agendas in advance.								
2) Understands what information is required from a customer, and plans appropriate questions to gain that information.								
3) Analyses and interprets information in a structured manner, to provide input to a focused account development plan.								
4) Defines clear objectives and strategies for each account, taking a short, mid and long term perspective.								
5) Implements detailed action plans to support the achievement of account objectives.								
6) Manages the dynamics of the business by reviewing objectives and plans, frequently responding and fine tuning as necessary								



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COMPETENCE AREA - BUSINESS PERSPECTIVE & ORIENTATION	RANKING A – B – C	N/A	CURRENT COMPETENCE LEVEL						H
			L	1	2	3	4	5	
1) Relates own goals and responsibilities to the business goals and strategy, and the other functional goals in the business.									
2) Understands a customers business, objectives, culture and environment and sees the context for solutions that focus on the customers priorities.									
3) Recognises and interprets the influences that political, economic and social factors have on a customers business.									
4) Creates equal relationships with customers by demonstrating a business person and partnership approach.									
5) Maintains / builds profitability and protects business interests by negotiating in a balanced manner with customers to arrive at mutually advantageous agreements.									
6) Objectively analyses situations and is prepared to take considered risks to progress a business opportunity.									



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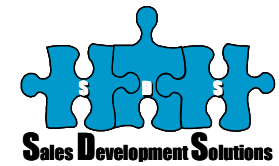
COMPETENCE AREA – PRODUCT & MARKET AWARENESS	RANKING A – B – C	N/A	CURRENT COMPETENCE LEVEL					H
			L	1	2	3	4	
1) Has detailed knowledge and understanding of all products and services in the company’s portfolio.								
2) Understands the applications for the products and services, and can translate features into value for customers.								
3) Has an understanding of the overall market and recognises the implications of changes and developments in the market place.								
4) Has knowledge of the products and services of principal competitors and is able to analyze competitive advantage in relation to specific customer needs.								



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COMPETENCE AREA - SELF MANAGEMENT	RANKING	N/A	CURRENT COMPETENCE LEVEL					H	
	A – B – C		L	1	2	3	4	5	6
1) Is focused to the achievement of goals, reviews results against goals and plans for improvement.									
2) Makes effective use of time by focusing on customers that can provide profitable business.									
3) Balances short, mid and long term activities.									
4) Prioritises effectively when unplanned tasks conflict with scheduled actions.									
5) Shows resilience and patience when working on strategic long term sales opportunities.									
6) Objectively analyses where time is being invested and the possible returns, and makes appropriate decisions.									



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COMPETENCE AREA - TEAM ORIENTATION	RANKING A – B – C	N/A	CURRENT COMPETENCE LEVEL					H
			L	1	2	3	4	
	1) Effectively utilises the resources of the team to develop business and maximise opportunities.							
2) Shares ideas for developing the overall effectiveness of the team.								