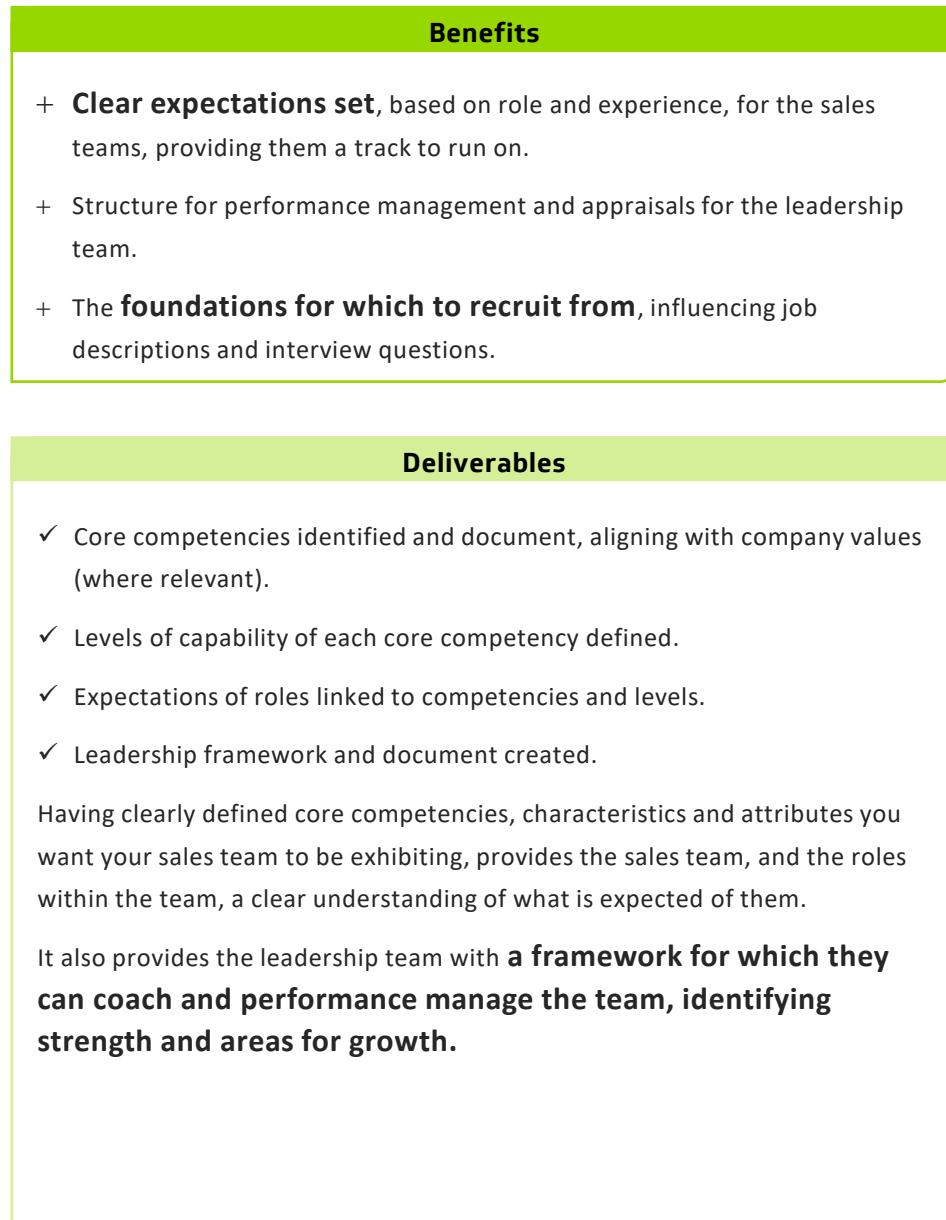


Why does my business need a Core Competency Framework?

- Support career progression opportunities, succession planning & talent management.**
- Provide a clear view of role requirements driving revenue growth now & in the future.**
- Provide a framework for managers to coach effectively.**



Overview

Agree the Business Direction Overview

Develop Supporting Traits & Behaviors

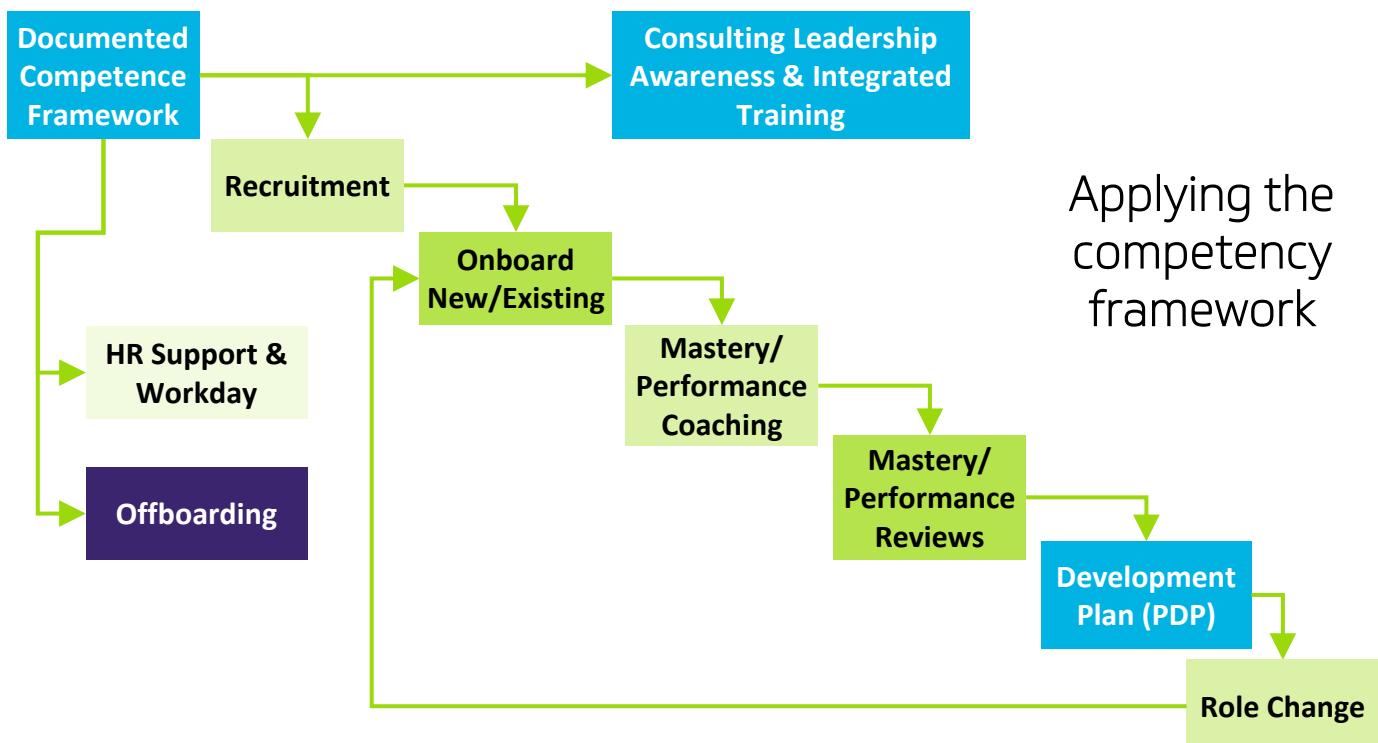
Identify Competencies & Labels

Develop Competency Mastery Levels

Map to Sales & Sales Manager Roles

Implementation, Adoption & Sales Role Mapping

Issue Competency Framework Doc



Competency Mastery Levels

World Class.



The competency/selling approach is fully adopted and in daily use. There is evidence of innovation in terms of the competency being adapted to improve its application and benefit to both the company and the Customer. There is clear evidence of Ambition, Pace and Execution.

Building.



Has consistently applied the approach and there is evidence that it is part of their day-to-day sales activity both in terms of documentation systems (e.g. CRM) and successful outcomes. The competency has become habitual. Extends and uses the competency to mobilise the company to act to secure opportunities.

Developing.



Demonstrates understanding and is capable in terms of the expected performance level. There is significant evidence of the application of the competency, skill(s), and tools. It's clear they are successfully applying it to their sales opportunities.

Foundation.



This is the minimum level of performance for all competencies. The individual understands the competency and is knowledgeable about the subject and its application. They have some experience and success in its application. This could apply to a new hire, or someone promoted into a new role or a new requirement in their role.