



AVILAR.COM

# Sales Force Tune-Up:

## Improving Sales Performance with Competency Models



that your weaker sales people are lacking. Once identified, provide the training that is needed to those in need. Many organizations are surprised by the results of these exercises and find that they have been spending money year after year on training initiatives that don't address the largest skill gaps.

With this type of system in place, you can assess the skills, analyze the results, and act upon the deficiencies. That may mean cutting redundant training and adopting new programs. It may mean shifting additional focus on a few select employees. It may mean creating new internal policy training content to help speed up the on boarding process for all new sales hires. Whatever the decisions may be, you can now clearly identify why you're making them, how critical the needs are, and after-the-fact, whether you received an acceptable return on your training investment.

The idea of developing skill profiles based on specific job roles is central to the core methodology of Competency Management. More specifically, a competency model defines the specific skills that an employee needs to be successful at their job role. It is Avilar's strong belief that by implementing a competency management program and using it as the foundation for all employee development and training activities, organizations can optimize the performance of their workforce while maximizing the return on their training investment.

## Ready to start optimizing your workforce?

Avilar – The Competency Company™, is a leader in web-based competency management and learning solutions for corporations, government, and non-profit organizations.

Formed in 1997, Avilar was a pioneer with its award-winning WebMentor™ product line and has built itself on the basis of superior customer service and highly adaptable product design. In addition, Avilar consultants are recognized as industry thought leaders and have decades of experience in implementation and analysis.

Let Avilar help you transform your organization from ordinary to extraordinary. Request a complimentary consultation or [visit our website](#) to schedule a demo. You can be confident that we will listen to your organization's specific needs and help you find the best solutions to the talent management challenges you're facing.

## SALES COMPETENCY MODEL SKILLS

### Defining Key Workforce Skills

#### Professional Skills

Sales professionals need skills that include greater resilience and resourcefulness, as well as improved inquiry and influence skills.

#### Leadership Skills

Sales leaders need to become greater coaches and situational leaders, and need to help their sales force create and execute their development plans.

#### Occupational Skills

Sales professionals need to be up-to-date with product knowledge and have an increased awareness of how to go about crafting creative solutions as their customers' needs change with the economy.