

Sales Competency Framework

PERSONAL SKILLS AND ATTRIBUTES	
This cluster focuses on individual competencies and personal attributes that salespeople should possess, including emotional intelligence, adaptability, problem-solving, and digital literacy. It emphasizes the importance of self-awareness and adaptability in sales roles.	
COMPETENCIES	DESCRIPTION
EMOTIONAL INTELLIGENCE	A salesperson's ability to perceive, understand, and manage emotions, both in themselves and in others.
ADAPTABILITY	A salesperson's capacity to respond to change and new circumstances.
RESILIENCE	A salesperson's ability to bounce back from setbacks and challenges.
NETWORKING	A salesperson's ability to build and maintain professional relationships.
PROBLEM SOLVING	A salesperson's ability to identify and address customer challenges effectively.
TIME MANAGEMENT	A salesperson's skill in efficiently allocating and managing their time.
DATA ANALYSIS	A salesperson's capacity to analyse sales data and extract valuable insights.
DIGITAL LITERACY	A salesperson's proficiency in using digital tools and platforms for sales activities.
ANALYTICAL SKILLS	A salesperson's ability to analyse information and make informed decisions.
CUSTOMER CENTRICITY	A salesperson's orientation toward prioritizing customer needs and satisfaction.
CULTURAL AWARENESS	A salesperson's ability to understand and adapt to cultural differences in sales interactions.

COLLABORATION AND LEADERSHIP SKILLS	
This cluster emphasises the skills necessary to collaborate with diverse teams and demonstrate leadership competencies within a sales environment. It highlights the ability to work effectively with colleagues and lead by example.	
COMPETENCIES	DESCRIPTION
CROSS-FUNCTIONAL COLLABORATION	A salesperson's ability to collaborate effectively with teams from different departments or functions within an organization.
LEADERSHIP COMPETENCIES	A salesperson's potential and proficiency in leadership within a sales team.

BUSINESS AND MARKET KNOWLEDGE	
This cluster focuses on the knowledge and understanding of the business and market context, including product knowledge, market research, financial knowledge, and strategic thinking. It highlights the need for a comprehensive understanding of the business environment to make informed sales decisions.	
COMPETENCIES	DESCRIPTION
PRODUCT KNOWLEDGE	A salesperson's knowledge of the organization's products and strategies, as well as their familiarity with competitor products.
MARKET KNOWLEDGE / RESEARCH	A salesperson's knowledge of the market, including industry trends, competitors, and market dynamics.
CUSTOMER KNOWLEDGE	A salesperson's understanding of the customer, including their volume, market shares, segment, and ability to develop and implement account strategies.
FINANCIAL KNOWLEDGE	A salesperson's understanding of financial concepts, specifically related to the organization's Profit and Loss (P&L) statements and the integration of customer agreements with financial strategies.
SALES FORECASTING	A salesperson's ability to forecast sales accurately.
STRATEGIC THINKING	A salesperson's ability to think strategically and align their actions with the long-term goals of the organization.

SALES SKILLS AND ETHICS	
This cluster revolves around core sales skills and ethical considerations, including negotiation, relationship building, and ethical selling. It underscores the importance of building strong customer relationships while adhering to ethical standards.	
COMPETENCIES	DESCRIPTION
NEGOTIATION SKILLS	A salesperson's ability to negotiate effectively in various situations.
PRESENTATION SKILLS	A salesperson's ability to communicate and present information effectively to an audience.
INNOVATION	A salesperson's capacity for creative and innovative thinking in the context of sales.
ETHICAL SELLING	A salesperson's commitment to ethical sales practices and transparency.
CUSTOMER FEEDBACK MANAGEMENT	A salesperson's ability to collect and utilize customer feedback effectively.
PERSUASION SKILLS	A salesperson's ability to influence and persuade customers effectively.
QUESTIONING SKILLS	A salesperson's ability to ask effective questions in sales dialogues.
OPPORTUNITY MANAGEMENT SKILLS	A salesperson's ability to effectively manage sales opportunities within the sales process.
RELATIONSHIP BUILDING	A salesperson's ability to build and maintain strong relationships with customers and their organizations.
CHANGE MANAGEMENT SKILLS	A salesperson's ability to navigate and lead change effectively.