Get your competencies in order

Do you have simple and measurable competencies that underpin the requirements of each of your sales roles? If not, how are you clearly defining the actions and outcomes that will allow your sales force to maximise its revenue generation potential? Check out Accela's top tips for proven success:

Tip #1

Clearly define each role

- Ensure all sales roles are defined in such a way as to articulate the work of the role and success factors
- Be clear as to what is and what isn't important in making these definitions

Tip #2

Create competencies that relate to trainable skills

- Proficient performance of competencies should be easily measurable and identifiable
- Competencies must be underpinned by skills that can be trained and improved, not motherhood statements

Tip #3

Ensure consistency within each job family

- Test each job role for consistency of competencies between roles and individuals
- Competencies to be up to date and relevant to current role and business environment

Tip #4

Include competencies that actually drive performance

- Identify key drivers of successful performance
- Incorporate these drivers in competency creation

Tip #5

Link competencies to training and coaching objectives

- All employee training and coaching plans to incorporate goals towards attainment of key competencies
- Competencies to be used as coaching and training benchmarks

Tip #6

Link competencies to successful KPI outcomes

- Ensure all competencies are drivers of KPI performance
- Ensure all KPI's are drivers of sustained on the job performance

Want to know how Accela can assist?

Contact us at **info@accela.com.au** or call **+61 2 9368 7969** for a complimentary review of your sales competencies.