ATD's World-Class Sales Competency Model

The roles in the sales ecosystem are all interconnected, and as such, it's crucial to ensure there is alignment as you are working to increase productivity. To achieve success in your sales programs, you need to fully understand the landscape of your sales organization. This includes surveying the current state of your sales force and where there may be gaps within it.

While it can be difficult to pinpoint where exactly these skill gaps are on your team, with the help ATD's World-Class Sales Competency Model (WCSCM), you can identify the root of the problem and build consensus for change. Only then can you focus on having a clear path forward that will optimize your enablement programs for greater success.

ATD's World-Class Sales Competency Model includes all members of the sales ecosystem, organized into these three groups:

Sales Force	Sales Management and Leadership	Sales Enablement
• Sales representative: ○ Account manager ○ Territory manager ○ Account executive ○ Inside and outside sales representative • Sales specialist • Presales technical consultant • Partner/channel account manager	• Sales executive • Sales manager • Sales specialist manager • Presales manager • Partner/channel sales manager	• Sales recruiter • Sales compensation planner • Sales IT specialist • Sales operations analyst • Sales trainer, coach, or consultant • Sales training designer and developer • Sales professional/academic • Sales enablement manager • Sales enablement executive

Research was done to identify evolving sales trends that affect and influence competencies needed by all sales organization members. Our competency model identified twelve trends that shape knowledge, skills, actions for each group. From there, we incorporated these trends into the model to ensure the competencies in the model are business-essential, future-oriented, and industry-agnostic. The model consists of 12 areas of expertise (AOE) divided across three roles within the sales ecosystem. Each AOE consists of four components: key knowledge areas, skills, actions, and sample outputs. Four additional clusters of foundational competencies are shared across the three roles.

This content-rich model can be customized for a wide audience and allows you to modify it to fit the needs unique to your organization. It can be a struggle to know where to even begin, but ATD's WCSCM offers a streamlined approach to unify the team under one common language and one single source of truth.

How to Use the Model:

- Use the model and ATD-built assessments to identify core issues

- Use it as a tool and set of standards to support your sales organization

- Use the model as-is or customize the AOEs to meet the needs of your organization

- Use the model to assess competencies at individuals, workgroup, and organization levels.

Client Use Cases:

- Evaluated and assessed the entire sales force and used the results to build a sales academy.

- Defined performance expectations of the sales team lead role and built a learning roadmap.

- Assessed skillsets of sales managers and created programs to further develop coaching and management skills.

Program License Materials:

- Electronic copies of templates and tools for each of the roles to assess their knowledge and skills
    - Salesforce (rep self assessment and manager assessment of reps)
    - Sales manager assessment
    - Sales talent development assessments
    - Proficiency target worksheet
        - Use as benchmarks for the competency gap assessments
    - Hiring guide template
    - Development plans for sales roles
- PDF and two print copies of book
- Editable copies of Appendix A & B
    - Includes definitions and full list of knowledge and skills, key actions, and sample outputs for each AOE.