

# SALES PROFESSIONAL COMPETENCY FRAMEWORK

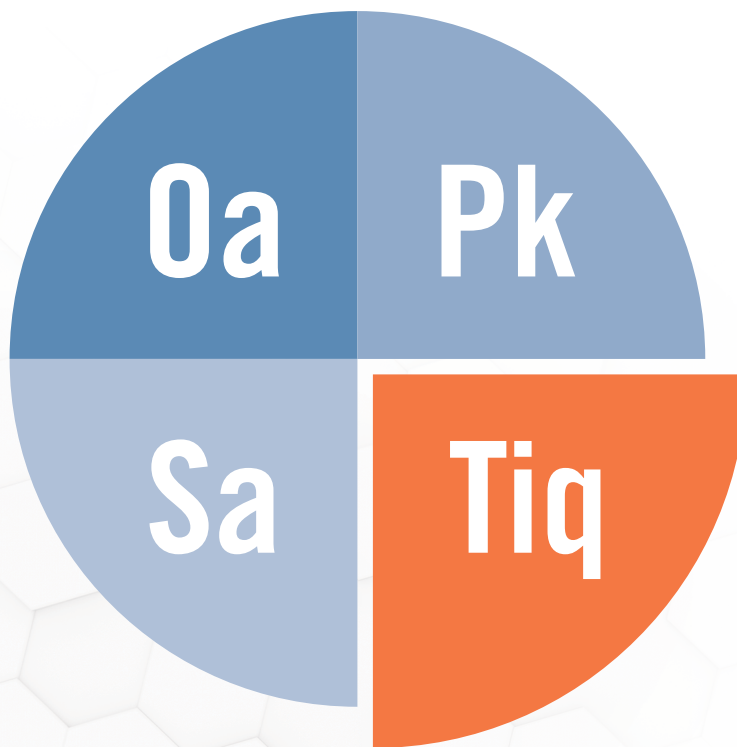
Help your sales team gain a deeper understanding of the manufacturing environment, technologies and processes. With Tooling U-SME, you can establish competencies for your sales staff, assess their current knowledge, provide convenient training, measure comprehension and retention, and calculate your expected ROI. Build knowledge of the manufacturing industry with flexible training while maintaining critical sales time.

## Organizational Awareness

- ◆ Operational understanding
- ◆ Added value and expertise
- ◆ Enterprise systems and tools

## Sales Acumen

- ◆ Core sales skills
- ◆ Time and territory management
- ◆ Sales process



## Product Knowledge

- ◆ Product-specific features and benefits
- ◆ Competitive product knowledge
- ◆ Demonstrate, configure, price
- ◆ Position Brand X over Brand Z

## Technical IQ: Tooling U-SME's Focus

- ◆ Fundamental technical knowledge of industries, products, services and applications