SALES FORCE COMPETENCY MAPPING: A CASE STUDY OF FIRE PROSYSTEMS

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ABSTRACT
In today’s competitive business environment efficient and effective Salesforce plays a paramount role in achieving the organisational goals and attaining sustainable growth. In this context the paper analyses the need for periodic OD interventions and competency mapping exercise for building competent sales force within the organisation. This paper highlights the importance of competency mapping in project based organisations with special reference to Fire pro Systems. Here the tools and methods used by Fire pro in measuring competencies of its sales force are discussed in detail.

KEY WORDS: Competency, Competency Mapping, Functional Competency, Leadership Competency, Organisational Competency, Organisation Development, OD Intervention