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Skill Gap Analysis Report

Competency Level	Percentage Range	Description
Level 1	0-29%	Lacks Basic Knowledge: Individuals in this category demonstrate a profound lack of the necessary skills, knowledge, and competencies. Their performance is inadequate for their role, calling for urgent and intensive training and support. There is a pressing need for immediate improvement to reach even the most basic level of acceptable performance.
Level 2	30-49%	Below Average: Needs Significant Improvement: At this level, performance is consistently lacking and insufficient. Individuals exhibit a clear deficiency in understanding and applying key competencies and skills required for their role. Targeted training, close supervision, and significant effort are required to elevate their performance to a minimally acceptable level.
Level 3	50-69%	Basic knowledge, Needs Improvement: This level represents mediocre performance, where individuals are just meeting the minimum requirements of their role. Improvement is necessary, and structured training programs should be undertaken to enhance their skills and ensure they become more effective and reliable contributors.

Competency Level	Percentage Range	Description
Level 4	70-89%	Acceptable: Individuals display competence and a reasonable application of required skills but often lack exceptional quality in their contribution. They fulfill their roles without significant errors or achievements and have room for growth and enhancement in several areas. More initiative and drive to excel beyond the basics are expected.
Level 5	90-100%	Proficient: This level signifies excellent performance, characterized by a high degree of proficiency, expertise, and effectiveness in all required areas. Individuals at this level consistently exceed expectations, demonstrating exceptional skills, knowledge, and abilities. They are often leaders in their field and capable of making significant contributions to their organization or industry.

Competency Category: Customer Focus and Understanding

Competency: Understanding Customer Profiles

Grade: 80%

Competency Level: 4

Description: This competency involves the ability to accurately assess and understand the diverse profiles of healthcare professionals, including doctors, pharmacists, and hospital administrators. It includes recognizing their unique needs, preferences, and decision-making processes. For medical representatives, this means tailoring communication and engagement strategies to effectively address the specific concerns and interests of different healthcare providers, leading to more productive relationships and successful outcomes.

Recommended Training: No recommended training

Competency Category: Communication Skills

Competency: Persuasiveness

Grade: 10%

Competency Level: 1

Description: It encompasses not only the effective communication of product benefits to healthcare providers but also involves keen probing and active listening. Representatives must understand healthcare professionals' specific needs and concerns, achieved through insightful questioning and attentive listening. This approach allows for a tailored presentation of product advantages, aligning them with the unique requirements of each healthcare stakeholder. The ability to persuasively address objections, backed by solid product knowledge and a deep understanding of the healthcare landscape, is crucial in influencing decisions, achieving sales targets, and fostering enduring professional relationships.

Recommended Training: [Assertive Selling Skills](#)

Competency Category: Communication Skills

Competency: Conflict Resolution (ACHE Model)

Grade: 20%

Competency Level: 1

Description: In the pharmaceutical industry, conflict resolution is crucial, especially when dealing with misunderstandings or disagreements about product information, treatment protocols, or patient care. It involves acknowledging the conflict, clarifying misunderstandings, actively listening to the other party's perspective, and evaluating solutions collaboratively. This competency ensures effective resolution of issues while maintaining positive professional relationships.

Recommended Training: [Assertive Selling Skills](#)

Competency Category: Communication Skills

Competency: Results Orientation

Grade: 80%

Competency Level: 4

Description: In pharmaceutical sales, Results Orientation for medical representatives centers on their ability to secure commitments from healthcare professionals to prescribe their medicines. This competency involves setting clear goals for prescription targets and developing strategic approaches to meet these objectives. It requires not just presenting product information but also effectively convincing healthcare providers of the product's benefits for their patients. Representatives with strong results orientation skillfully navigate discussions towards securing prescription commitments, while continuously measuring and adapting their strategies to optimize outcomes. Their success is reflected in their

ability to meet or exceed prescription goals, directly contributing to the growth and market presence of their pharmaceutical products.

Recommended Training: No recommended training

Competency Category: Sales Analysis

Competency: Customer, Account, and Area Analysis

Grade: 40%

Competency Level: 2

Description: Account management and negotiations involve managing and developing long-term relationships with key accounts, such as major hospitals or chain pharmacies. This includes understanding the account's needs, negotiating contracts, and ensuring consistent satisfaction with the products and services offered. For medical representatives, this competency means being able to strategically plan, communicate, and negotiate effectively to maintain and grow their business within these key accounts in addition to preparing the needed calculations accordingly.

Recommended Training: [Effective Negotiation Skills](#)

Competency Category: Time Management

Competency: Effective Planning

Grade: 50%

Competency Level: 3

Description: In the fast-paced pharmaceutical industry, effective time management is essential for medical representatives. This competency encompasses planning and prioritizing tasks, managing appointments efficiently, and allocating time resourcefully to maximize productivity. It involves balancing time spent on direct customer interaction, administrative tasks, and professional development, ensuring that all key areas of responsibility are adequately addressed and meeting the Non-Sales KPI's.

Recommended Training: [Effective Time Management](#)