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Competency: The Next Evolution in Selling

ASTD unveils new model for sales performance to help drive revenue through sales team development.

(ALEXANDRIA, VA) April 23, 2009 – U.S. organizations spend approximately \$15 billion per year on sales training but the salespeople receiving it often find it ineffective. When the training *is* useful a lack of organizational support can mean that good training goes to waste. Against this backdrop, the American Society for Training & Development (ASTD) launched a world-class selling research project to unveil a game-changing concept for the sales profession: **The World-Class Sales Competency Model™**.

“Most efforts to improve sales training have been focused on a reactive approach to competitive markets,” says Tony Bingham, president and CEO of ASTD. “A better approach is to consider the entire business system required for sustained sales excellence. The learning function belongs right at the center of helping sales team members develop the skills they need for sales success and helping their organizations grow and succeed.”

The ASTD World-Class Sales Competency Model is a significant addition to any technique- and program-based approach to sales training. It is inclusive and broad based, expanding the view to include the competencies required by everyone directly responsible for revenue generation. The model is backed by research and input from sales professionals, practitioners, and academics from around the world. It defines the knowledge, skills, and abilities required for world-class sales competence.

ASTD’s World-Class Sales Competency Model is unveiled and explained in the book *World-Class Selling: New Sales Competencies*, published by ASTD Press, which will be released June 1, at the 2009 ASTD International Conference & Exposition in Washington, D.C. The book is a blueprint for successfully engineering the performance of sales professionals, and includes tools for assessing an organization’s capacity and competence.

“*World Class Selling* provides sales professionals the data-driven documentation they need to properly and confidently position sales resources and operations to achieve greater financial and cultural outcomes,” says Brian Lambert, project team lead and one of the book’s authors. “The research that went into this book makes it a must-have resource for improving sales team performance within the changing world of professional selling.”

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To find out more about ASTD's World-Class Sales Competency Model, go to <http://www.salestrainingdrivers.org/sales-competency.aspx>. To schedule an interview with Brian Lambert, please call 703-683-8192.

About ASTD

ASTD (American Society for Training & Development) is the world's largest association dedicated to workplace learning and performance professionals. ASTD's members come from more than 100 countries and connect locally in more than 130 U.S. chapters and with more than 30 international partners. Members work in thousands of organizations of all sizes, in government, as independent consultants, and suppliers.

ASTD started in 1943. In recent years, ASTD has widened the profession's focus to link learning and performance to individual and organizational results, and is a sought-after voice on critical public policy issues. For more information, visit www.astd.org.

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