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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.
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: Leadership

Competency: Leading others

Grade: 80%

Competency Level: 4

Description: This competency harnesses the situational leadership model, emphasizing adaptability and tailored guidance. Leaders assess individual team member's competencies and motivation, adjusting their style from directing to coaching, supporting, or delegating based on needs. This dynamic approach fosters a responsive, empowering environment, encouraging development and maximizing performance across diverse scenarios. Leaders adept in situational strategies drive teams towards goals with agility, aligning actions with evolving business challenges and opportunities.

Recommended Training: No recommended training

Competency Category: People development

Competency: Coaching others

Grade: 70%

Competency Level: 4

Description: Coaching involves providing structured guidance and feedback to enhance the skills and performance of sales teams. It's about unlocking an individual's potential to maximize their own performance, aligning their goals with organizational objectives. This process includes identifying areas for improvement, setting achievable goals, and offering constructive feedback, all while maintaining a supportive environment that encourages personal and professional growth.

Recommended Training: No recommended training

Competency Category: Business Analysis

Competency: Forecasting & budgeting

Grade: 60%

Competency Level: 3

Description: Forecasting and budgeting involve estimating future sales and allocating financial resources to meet business targets. This competency requires a deep understanding of market trends, sales data analysis, and strategic planning to ensure financial efficiency and profitability. Effective forecasting and budgeting allow for informed

decision-making, resource optimization, and financial risk management, supporting the company's growth strategy.

Recommended Training: [Forecasting & Budgeting](#)

Competency Category: Business Analysis

Competency: Key account management

Grade: 100%

Competency Level: 5

Description: Key account management focuses on developing and maintaining strategic relationships with the most important clients. This involves understanding the unique needs and business processes of these clients, delivering customized solutions, and ensuring a high level of satisfaction and loyalty. Successful key account management results in sustained business, maximized revenue opportunities, and a strong, mutually beneficial relationship between the company and its key clients.

Recommended Training: No recommended training

Competency Category: Business skills

Competency: Problem solving & decisiveness

Grade: 80%

Competency Level: 4

Description: Problem-solving and decisiveness are critical competencies for sales leaders, involving the ability to identify issues, analyze solutions, and make timely, effective decisions. These skills require a strategic approach to challenge resolution, critical thinking, and a solution-oriented mindset. Effective problem-solving and decisiveness support the organization's ability to navigate complex situations, mitigate risks, and seize opportunities, ensuring sustained business success.

Recommended Training: No recommended training

Competency Category: Business communications

Competency: Business presentations

Grade: 80%

Competency Level: 4

Description: This competency involves presenting strategic plans, product benefits, and sales data in a clear, persuasive manner to stakeholders. Effective business presentations require thorough preparation, understanding the audience's needs, and utilizing storytelling and data visualization techniques to engage the audience and drive home key messages, supporting informed decision-making.

Recommended Training: No recommended training

Competency Category: Business communications

Competency: Understanding & communicating with others

Grade: 100%

Competency Level: 5

Description: This competency encompasses the ability to clearly convey and receive messages, facilitating open dialogue, active listening, and empathy. It's about adapting communication styles to diverse audiences, ensuring messages are understood, and fostering strong professional relationships. Effective communication is key to collaboration, conflict resolution, and building a cohesive team culture.

Recommended Training: No recommended training