



Top Priorities for B2B HR Leaders



Based on this **Gartner 2022** B2B study **building critical skills and competencies** stands out as the **#1 HR priority**.

Supporting 2021-22 data from **McKinsey** points to the need of structuring talent development strategies around **skills and competencies**, not roles. Notice how this marries with the **RJP Sales Force Magic model**.

Here are RJP suggested steps for you do consider:

- ❖ Share ownership for skills and competencies throughout the sales organization
- ❖ Gather dynamic skill and competencies data that cross multiple sales positions
- ❖ Use skills and competencies in talent decisions for retaining, developing, and recruiting employees

2022 B2B employees can absorb 50% as much change before becoming fatigued compared to **2019**

Key LESSON: pace the amount of change to develop skills and competencies



Top Priorities for B2B HR Leaders

Top tier

Customers tend to want all 5 of these must-dos in combination

Performance guarantee (full refund):

78%

Real-time/always-on customer service:

72%

Product availability shown online:

74%

Consistent experience across channels:

72%

Ability to purchase from any channel:

72%



These B2B numbers clearly indicate where **AD Member Distributors** must excel. Here are some questions for you to consider:

1. Does your sales structure match the new customer requirements?
2. Are you clear on the **skills and competencies** needed for each sales position? As a guide look for 5 to 7 (maximum) critical skills for each sales position. For example, ISAM (Inside Sales Account Manager), OSAM, CSR, etc.
3. How are you identifying and evaluating your current and future talent in your sales organization?
4. What is your value proposition to retain, develop, and recruit employees in your sales organizations?

