

## Designing a Competency Framework

*Examples shown in italics*

Role Title.....

<b>Competency</b>	<b>Generic Knowledge</b>	<b>Specific Knowledge</b>	<b>Skill</b>
<i>What the role holder needs to be able to do</i>	<i>What knowledge about the market an the environment they need to have in order to do this</i>	<i>What knowledge they need to know about the company</i>	<i>What skills they need to apply the knowledge to deliver the competence</i>
<i>Follow the sales process</i>	<i>The regulatory requirements</i>	<i>The company's procedures and paperwork</i>	<i>Attention to detail</i>
<i>Give the right advice</i>	<i>Products available in the market Repayment methods Protection products</i>	<i>The range of products we offer</i>	<i>Communication Analytical Sales</i>