B2B & B2C rapporter er nå tilgjengelig på norsk!

2026-10-12 - Pesar Ahmad Sediq - General

What is B2B and B2C?

Aon offers a unified Sales Talent Solution covering the full sales landscape - both B2B and B2C - built on a consistent foundation and adapted to different sales contexts. Both validated competency models are based on ADEPT-15 with optional ability components, so you can assess and develop sales talent across organizational and consumer-facing roles within one solution.

Traditional sales "types" matter less as skills-based sales personas allow for a more fluid, dynamic salesforce. We measure the core skill-set for both business-to-business and business-to-consumer sales, helping hiring managers identify capability and natural preferences across role types. Combined with psychometric assessments, the models predict future work performance and role-fit, supporting hiring, skills-gap analysis, and development

Potential Use Cases:

Candidate Recruitment

- Understand an individual's fit to the core sales competencies
- Enable hiring managers to select and interview effectively

Talent Development

- Provide insights and reflections for employees to plan development
- Identify individuals within the organization demonstrating key behaviors and potential for sales roles
- Insightful comparison of candidates' natural preferences and proficiency

We hope you found these reports useful, and you are more than welcome to give us feedback or questions regarding the reports!