

## Course description

# CHV043

## Selfassessment for Sales Personnel

### Course goal

In this course you will learn how to use the method of selfassessment which helps you reflect and enhance your know-how and your competencies. Furthermore the course enables you to work out a learning and promotion plan for your own sales training.

### Learning objectives

The participants are able to

- list and discuss the competences of sales personnel
- describe the concept of the sales curriculum and both the objectives and contents of the contained learning modules
- to use the methods of self-assessment
- perform after the course their own self-assessment and to ask for an external assessment with regard to know-how, experience and personality, to compare and evaluate both, and to derive first self-development steps
- to work out after the course a learning and promotion plan for their own sales training
- to discuss after the course the results of the performed self-assessment and external assessment, and the worked out learning and promotion plan with their superior

### Participants

All sales Personnel, e.g. sales people, sales manager, account manager, service personnel, etc.

### Prerequisites

Willingness of participants to scrutinize their own sales competences and to identify their potential for improvements

### Topics

- Competences of sales personnel
- Matrix of competences and related course modules
- Overview about the course modules of the Sales Curriculum
- Introduction to self assessment and first steps
- Analysis of self and external assessment
- The personal promotion plan
- Personality test (self assessment) as option

### Methods

Presentations, discussion, individual after-course work

### Duration

0.5 days

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