

CFAS4.9

Manage your own personal and professional development in sales



Overview

This unit is about managing your personal and professional development in order to achieve both personal and team objectives.

It will therefore be important to understand your own role, your contribution to the team and how it fits into the achievement of organisational strategies. In doing so, it is vital to reflect on organisation and personal values, career and wider personal aspirations.

It is important to identify your and your manager's requirements for knowledge, skills and abilities in current and future roles.

This unit is suitable for face-to-face selling, telesales and online selling

This unit is for; Senior Sales Managers, Key Customer Managers, Sales Managers, Sales Team Leaders and Sales Executives.

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Performance criteria

You must be able to:

- P1 reflect on your own thoughts, beliefs, values and behaviours and review whether or not they fit with those of your organisation
- P2 identify compromises that you need to make in your own attitudes and behaviour in order to meet the core beliefs, values and behaviours expected by your organisation
- P3 recognise in yourself obsolete behaviour, attitudes and mindsets that may have a negative impact on your sales role
- P4 seek feedback on your personal performance and act on any criticisms
- P5 identify your present and future knowledge and skills needs
- P6 identify the steps you need to take to develop your own skills and competences
- P7 identify opportunities to ensure that your development meets the changing shape of your organisation, its customers and its markets
- P8 identify different learning experiences that are mutually beneficial to you and your organisation
- P9 determine personal and professional development objectives appropriate to your and your organisation's needs
- P10 develop a personal and professional development plan that is aligned with organisational approaches

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Knowledge and understanding

You need to know and understand:

- K1 the basic principles that underpin personal and professional development
- K2 the importance of balancing your own values and beliefs with those of your organisation
- K3 how to set personal objectives to underpin personal and professional development in sales roles
- K4 how to undertake an analysis of personal and organisational development needs
- K5 how to assess the range of personal and professional development opportunities available to you through your organisation
- K6 your own individual learning styles and how they might impact on the types of personal and professional development that is appropriate to you
- K7 different types of professional bodies which offer CPD opportunities
- K8 how to monitor the quality of your work
- K9 how to gain feedback on and support for personal and professional development requirements

Industry/sector specific knowledge and understanding

- K10 the role of professional and awarding bodies relating to the sales function
- K11 the range of legal and regulatory knowledge and understanding you need in your sales role

Context specific knowledge and understanding

- K12 what your organisation requires of you
- K13 the vision and objectives of your organisation and how your current and future development might impact on organisational success
- K14 your own and your organisation's beliefs and values
- K15 your preferred learning styles
- K16 your personal development plan
- K17 training opportunities offered by your own organisation and learning opportunities relating to sales functions
- K18 the role of professional and awarding bodies relating to the marketing and sales function
- K19 organisational policy on personal and professional development
- K20 your own limitations based upon your current level of responsibility and autonomy within the organisation
- K21 reporting lines within your organisation and their impact on personal and professional development
- K22 where and how to obtain feedback and support for your personal and professional development

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Additional Information

Behaviours

1. you address the current and future demands on you
2. you recognise your organisation's culture, values and beliefs and aim to align them with your own
3. you are sensitive to the need to adopt organisational values and beliefs
4. you demonstrate a commitment to continuous professional development
5. you take a reflective practitioner approach to personal and professional development
6. you take pride in delivering high quality work
7. you make the most of support and guidance available to you through your organisation
8. you take a proactive approach to determining personal and professional objectives for your future development

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1132 Marketing and sales managers
3542 Sales representatives
7113 Telephone salespersons
7129 Sales related occupations nec

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