

MODULE: BMSW4005

ASSESMENT TITLE: PROFESSIONAL CAREER DEVELOPMENT

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Career path

This report explores the career path of an entry-level sales executive at Verisure Security Company. The report will provide an overview of the role, the necessary skills and qualifications, and the potential career progression opportunities. Additionally, it will discuss the benefits of working at Verisure, such as the comprehensive training provided, the opportunity to work in other countries, and the uncapped commissions.

Overview of the Role

An entry-level sales executive at Verisure Security Company is responsible for generating new business leads, qualifying prospects, and closing sales. The role involves developing and maintaining relationships with customers, understanding their needs, and providing them with tailored security solutions. The successful candidate will be highly motivated, results-oriented, and have excellent communication and interpersonal skills.

First and foremost, the prospect of taking on a new challenge after many years in the same role can be invigorating and provide a fresh start. Furthermore, Verisure's comprehensive training program provides a solid foundation for success in the sales field. Effective training has been found to enhance sales performance and increase job satisfaction among sales professionals (Suja et al., 1994; Brown et al., 2002). With Verisure's commitment to providing full training, you can confidently develop the necessary skills and knowledge to excel in your new role.

One of the standout advantages of joining Verisure as a sales executive is the possibility to work in other countries. Being multilingual offers a competitive advantage in today's globalized business landscape, as it enables effective communication and relationship-building with clients from diverse cultural backgrounds (Fan et al., 2015).

Current Skills

Having accumulated extensive experience as a driver, I am now seeking a transition into a sales position. While these two fields may appear distinct, my background as a driver has equipped me with a range of transferable skills that are highly relevant to the sales industry. In this personal reflection, I will discuss the skills I have developed throughout my career as a driver, including communication, customer service, adaptability, time management, problem-solving, and resilience. By leveraging these transferable skills, I am confident in my ability to excel in a sales role.

Effective communication is crucial in a sales role, and my experience interacting with clients, colleagues, and dispatchers has honed my ability to listen actively, convey information clearly, and build rapport with people from diverse backgrounds. In my previous role, I have consistently demonstrated my ability to communicate effectively, whether it's communicating with customers to ensure their needs are met or collaborating with colleagues to ensure efficient delivery services.

Delivering exceptional customer service has always been a top priority for me. I have ensured that customers receive their packages on time and in good condition, and I have gone above and beyond to address any concerns they may have. In a sales role, I will carry over this commitment to providing excellent customer service by building trust, fostering long-term relationships, and surpassing client expectations.

Adaptability is another valuable skill that I possess, which has been demonstrated by my ability to navigate through heavy traffic, road closures, and unexpected delivery challenges. In a sales role, I will apply this adaptability by remaining flexible and responsive to changing market conditions, client needs, and company objectives.

Time management is a critical skill that I have mastered, juggling multiple delivery tasks while ensuring that deadlines are met. This skill will serve me well in a sales role, where managing client expectations, meeting sales targets, and maintaining a high level of productivity are essential.

Problem-solving is a valuable skill that I have developed through my experience dealing with unexpected challenges and finding creative solutions to complex problems. In a sales role, this skill will enable me to identify customer pain points, offer tailored solutions, and address objections effectively, ultimately driving sales growth and customer satisfaction.

Honesty has been a foundational characteristic in my interactions with customers, fostering trust and credibility. Research shows that honesty is essential in sales, as it inspires confidence and builds long-term partnerships. In Verisure's security solutions industry, trust is paramount. By prioritizing honesty in my dealings, I aim to establish strong relationships with clients, leading to increased customer loyalty and repeat business.

Lastly, resilience is a vital skill that I have developed over the years, persevering through challenging situations and maintaining a positive attitude. In a sales role, resilience is essential for handling rejection, maintaining motivation, and persistently pursuing sales opportunities until successful outcomes are achieved.

Gap in Skills

Upon reflection, there are a few skills that could be weaknesses for this sales role at Verisure that I would need to improve: teamwork, sales experience, and dealing with authority.

While independent driving requires little teamwork, success in sales often depends on collaboration (Agranoff, 2014). At Verisure, sales representatives must work closely with colleagues to reach shared goals. My lack of experience working seamlessly on a team could be problematic. To address this, I will take advantage of any team-building activities during training to improve my active listening, communication, and ability to work cooperatively with others.

Additionally, having no direct experience in sales may leave me at a disadvantage compared to representatives with industry experience (Hogan et al., 2013). Without relevant knowledge and proven sales abilities, it is difficult to validate my suitability for the role. During training, I will be diligent in learning Verisure's products, sales processes, and proven strategies to feel confident approaching customers. I also plan to practice sales skills, such as presenting, handling objections, and closing deals to close this experience gap.

Furthermore, transitioning from an independent role to one with authority figures may be

challenging and trigger Insecurity (Bolander et al, 2015). At my previous job, I was accustomed to autonomy without supervision. Taking direction from managers at Verisure may require adapting my work style. To do so, I will focus on actively soliciting feedback, embracing coaching opportunities, and viewing authority not as a threat but as a means to professional growth.

Through targeted efforts to strengthen my teamwork, gain sales experience, and overcome any authority issues, I am confident these weaknesses can be transformed into strengths that will help me succeed in this role.

Systematic Approach to Skills acquisition

In order to build the sales skills necessary to be successful in a role at Verisure, I will take the following steps:

1. Learn the basics of sales. I will read books, articles, and blogs about sales techniques and strategies. I will also attend sales training workshops and seminars. (Zig Ziglar, "See You at the Top")
2. Practice my sales skills. I will role-play with friends and family members. I will also volunteer to sell products or services for a local charity or organization. (Brian Tracy, "The Psychology of Selling")
3. Get feedback from others. I will ask my friends, family members, and colleagues for feedback on my sales skills. I will also ask my sales manager for feedback on my performance.
4. Set goals and track my progress. I will set goals for myself in terms of the number of sales I want to make each month. I will also track my progress and make adjustments to my sales strategy as needed.
5. Never give up. Sales is a challenging profession, but it is also very rewarding. I will stay motivated and focused even when things get tough. I will never give up on my goal of becoming a successful salesperson.

By following these steps, I am confident that I can develop the sales skills necessary to be successful in a role at Verisure.

Recruitment and Selection

This report provides a comprehensive reflection on my professional journey from a multi-delivery driver to a sales representative role at Verisure, a global leader in the home security industry. This shift marks a significant transition in my career trajectory, sparking a desire to critically examine my skillset, strengths and areas for further development. In this light, I have chosen to structure my reflection around the Gibbs Reflective Cycle (Gibbs, 1988), a model that encourages thoughtful analysis of experiences to foster personal growth and improved performance. I will also explore my readiness for employment in this new role, set employment goals, and develop a personal action plan.

Description

During the interview, I was asked several questions, including 'tell me about yourself', 'why are you interested in this job', 'how do you handle pressure', 'provide an example of a successfully resolved client's dissatisfaction', and 'how does this role align with your future career'. I responded confidently, drawing on my experiences as a multi-delivery driver and highlighting my transferable skills, passion for customer service, and long-term career goals.

Feelings

Overall, I felt positive about my responses, although I was slightly anxious due to my limited direct sales experience. However, I was motivated by the opportunity to apply my transferable skills to a new industry and make a meaningful difference in people's lives (Patterson, 2020).

Evaluation

My responses effectively showcased my strengths, including problem-solving, organization, time management, and communication skills, which are valuable in sales roles. I was also honest about my limited sales background, demonstrating my self-awareness and willingness to learn (Bolton, 2014). However, I could have provided more specific examples of how my previous experiences align with the sales role requirements.

Analysis

I learnt that my experiences as a multi-delivery driver, although different from sales, could be presented in a way that demonstrates their relevance to the sales role. The importance of aligning personal career goals with the role and company values was also evident, as it establishes a sense of purpose and long-term commitment (Patterson, 2020).

Conclusion

Reflecting on the interview, I feel I gave a strong performance. I demonstrated my ability to handle pressure, my problem-solving skills, and my determination to excel in a new role. However, I recognize that I could have given more specific examples to better illustrate my transferable skills and experiences.

Action Plan

In future interviews, I will prepare more concrete examples to highlight my skills and experiences. Additionally, I will further research the industry and company to articulate how my personal goals align with their mission and values. This process will involve continuous learning, self-reflection, and practice (Bolton, 2014)

Conclusion and recommendations

This report analysed my career path options after many years working as a delivery driver. I discussed my interest in pursuing an entry-level sales role at Verisure Security Company. The sales executive position involves generating leads, qualifying prospects, and closing deals through developing strong customer relationships and providing tailored security solutions.

The report outlined my relevant transferable skills from driving, including excellent communication, customer service, adaptability to changing schedules, proven time management from handling multiple deliveries, track record of creative problem-solving when issues arose, and resilience developed from persevering through challenges. These diverse skills are directly applicable to succeed in a customer-facing sales role. I also acknowledged lesser experience in teamwork from working independently as a driver, a lack of direct sales experience, and potential difficulties transitioning to a role that reports to managers, which I will proactively improve on through training at Verisure.

Some notable benefits of working for Verisure that align with my goals include their comprehensive initial and ongoing training programs designed to fully develop the skills needed as a security solutions expert. This training provides a strong foundation for my career development in the industry. Additionally, the multinational company offers international opportunities that interest me to broaden my knowledge and professional network through possible assignments abroad. Finally, their uncapped commission structure provides motivation to continually improve my performance for salary growth potential.

Moving forward, I have developed a detailed plan to systematically acquire robust sales skills. This includes dedicating time for self-study of industry materials, textbooks on mastering techniques, and relevant articles. I will practice these skills through role plays with volunteers. Requesting feedback from colleagues and managers will help identify areas for refinement. Setting quantified monthly goals and tracking my key metrics will keep me accountable. Most importantly, I will remain determined to succeed in this role despite setbacks through resilience developed in my previous career.

My recent interview for this sales position demonstrated my direct relevant strengths while acknowledging the few areas for further experience. Overall, pursuing this entry-level career path within security solutions at Verisure is an ideal next step that aligns well with my diverse transferable skillset and long-term career objectives in the industry.

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Appendices



Entry Level - Sales Executive Open Interviews

Verisure 2,896 reviews London E11

Interview details

In-person interview

Verisure Leytonstone Branch, 214 High Road, Leytonstone, London, ENG E11 3HU GB

Date and time

28 Mar 2023 | 11-12

Estimated duration

30 minutes

Each candidate will have their own time slot.

Job details

No matching job preferences

Salary

£35,000 - £60,000 a year

Job type

Full-time

The Field Sales Executive role comes with a combination of a guaranteed salary and an uncapped commission scheme. Typically, Sales Assistants earn between £30k – £40k OTE in their first year, and our top performers can earn more than £60k OTE.

This Sales Executive role offers the following:

- **Company car** with fuel card and **mobile phone** (subject to terms).
- The chance to boost your salary with an **uncapped commission scheme**.
- A solid career path with excellent **growth opportunities**.
- **Bupa health insurance**, pension plan, generous holiday and maternity/paternity leave.

Sales Executive key responsibilities:

- Converting warm leads into sales through a direct sales approach.
- Creating your own sales opportunities: cold canvassing in businesses and in residential areas.
- Building a portfolio of long-term relationships with your customers and generating referrals from existing clientele.

In this flexible Sales Assistant job, you will be converting leads from our call centre into a sale. Your primary focus will be canvassing potential customers at their properties, introducing them to Verisure, showcasing our award-winning products, conducting a security survey in order to design a system that meets their security needs. You will also be generating new sales.

Previous experience in sales or retail is desirable but not essential. **Full training will be provided.** Vital requirements include a professional and customer service focused attitude, a passion for sales, and good communication skills. You also must have a **full manual driving licence** and **access to a vehicle** for the first few months.

Preferred dress code

Business casual (trousers/skirt, button down shirt/blouse, optional tie)

What is a hiring event?

Think of it like a job fair, but for one company and more personal. Hiring events are a great way for employers to fill multiple roles quickly. Hiring is a human process, and they would like to meet you to see if you're a fit!

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Job application form

Application for [job title] - ENTRY LEVEL - SALES EXECUTIVE

Your details

Name: OSCAR DAVID SEDANO GIL

Education and training

Please give details:

04/08/2017 DRIVER SERVICE PROVIDER
TRAINING PROGRAMME · UPS INTEGRATED DSP.
Burton upon Trent, UK.
1998 - 2003 UNIVERSITY OF NAUTICAL AND
NAVAL ENGINEERING · BILBAO (SPAIN)

Qualifications

Please give details:

27/09/2016 FUNCTIONAL SKILLS QUALIFICATION
IN ENGLISH AT LEVEL 1 · THE CITY AND GUILDS OF LONDON.
09/2015 - 07/2016 NOCN LEVEL 1 AWARD IN SKILLS FOR
EMPLOYMENT TRAINING AND PERSONAL DEVELOPMENT (OQCF)
ENGLISH ESFS · The College of Haringey, Enfield and North East London.
24/08/2015 LEVEL 1 CERTIFICATE IN ESOL SKILLS FOR LIFE.

Employment history

Your current or most recent employer

Name of employer: **UNITED PARCEL SERVICE**

Job title: **UPS DRIVER CAR PACKAGE**

Length of time with employer: **7 YEARS**

Reason for leaving: **TRANSITION FROM A DRIVER ROLE TO A
SALES POSITION .**

Duties:

**CUSTOMER SERVICE SKILLS
TIME MANAGEMENT AND ORGANIZATION .
COMMUNICATION SKILLS
ADAPTABILITY
PROBLEM - SOLVING SKILLS**

Previous employers

Please tell us about other jobs you have done and about the skills you used or learned in those jobs.

**I HAVE BEEN WORKING FOR OVER 20 YEARS
IN THIS BUSINESS FOR THE BEST COMPANIES
IN THE SECTOR UPS, FEDEX, DHL . .
HOWEVER, I WORKED FOR TWO YEARS IN
THE ROYAL AUTOMOBILE CLUB, LONDON, AS
BUDGETING STAFF WHERE I LEARNED TO WORK IN TEAMS .**

Supporting statement

Please tell us why you applied for this job and why you think you are the best person for the job.

I am drawn to the opportunity for career growth and uncapped commissions with Verisure. Your comprehensive training program would allow me to quickly gain the expertise needed to accelerate my performance and earnings potential. Knowing the market for security solutions is expanding, I see this as an ideal time to enter the industry with a global leader primed for greater success. I am confident I have what it takes to succeed as a sales representative. I will work hard to build long-term relationships with clients and customers.

Right to work in the UK

Do you need a work permit to work in the UK? ☒ Yes / ☐ No

References

Please give the names and contact details of 2 people who we can ask to give you a reference. We may ask them before an employment offer is made. We will not ask your current employer until we get your permission.

Declaration

I confirm that to the best of my knowledge the information I have provided on this form is correct and I accept that providing deliberately false information could result in my dismissal.

Name: Oscar David Sedano Gil

Signature:



Sec 12, March.

STRENGTHS

Time Management

Self - resilience

Problem Solving
skills

Honesty

WEAKNESSES

Teamwork

Communication
skills

Authority

OPPORTUNITIES

Eagerness to
learn

Confidence
if given the
Independence
Ambition

THREATS

Dependability

Work Ethic

Ambition

Miscommunication