

ASSESSMENT 1 DEVELOPING AND MANAGING INDIVIDUALS AND TEAMS

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INTRODUCTION

- ▶ Teamwork and individual performance are essential in sales environments
- ▶ Sales Executives play a key role in driving revenue and customer satisfaction
- ▶ Effective recruitment ensures the right candidate is selected
- ▶ Training and development improve sales performance and customer experience



Company Overview

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- Part of Jaguar Land Rover

- UK-based luxury automotive manufacturer

- Produces premium vehicles (Range Rover, Defender, Jaguar)

- Operates globally in multiple markets

- Strong focus on customer experience and brand reputation

- Sales Executives are key to delivering high-quality service and driving sales



Recruitment process

- Identification of vacancy (Sales Executive role)
- Job analysis to determine duties and skills required
- Job advertisement (online platforms, company website)
- Application screening and shortlisting
- Interview process (sales skills, communication, experience)
- Final selection and job offer



Job Analysis (Sales Executive)

Identifies duties and skills required for the role

Key duties:

- Customer engagement
- Selling vehicles
- Achieving sales targets

Key skills:

- Communication
- Negotiation
- Customer service



Job Description

- Job title: Sales Executive
- Responsible for selling vehicles and meeting sales targets
- Assisting customers and providing product information
- Maintaining strong customer relationships



Person Specification:

- Strong communication and interpersonal skills
- Good negotiation and sales skills
- Previous sales experience (preferred)
- Customer-focused and confident

Job Description & Person Specification

Training and Development Needs

- ▶ Product knowledge training (vehicles and features)
- ▶ Sales and negotiation skills development
- ▶ Customer service training
- ▶ Communication skills improvement
- ▶ Continuous training to meet sales targets and company standards

Learning Theories

- ▶ Behaviourist Theory

Learning through repetition and reinforcement

- ▶ Cognitive Theory

Learning through understanding and thinking

- ▶ Experiential Learning

Learning through experience and practice

Application of Learning Theories

- ▶ Behaviourist Theory:

Role-playing sales scenarios

Positive reinforcement for achieving sales targets

- ▶ Cognitive Theory:

Understanding customer needs and product knowledge

Developing problem-solving skills in sales situations

- ▶ Experiential Learning :

On-the-job training with real customers

Reflection on performance to improve techniques

Conclusion

- ▶ Recruiting the right Sales Executive ensures business efficiency
- ▶ Training and development improve skills and performance
- ▶ Learning theories support structured employee development
- ▶ Effective recruitment and development lead to higher customer satisfaction and organisational success

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