



Professional Career Development

(BMSW4005)

University of Wales Trinity Saint David

Assignment

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Executive Summary

This is a report based on understanding various attributes that are involved attitude of person; this study will be self-evaluation where behavioural changes and effects of it will be discussed in this study. Knowledge acquiring and demonstration skills will be discussed. Such demonstration will be evaluated in practical scenarios for better understanding. Standardised tools of self-evaluation will be used in this study where a SMART goal analysis, PEEL analysis and Gibb's six stage evaluation matrix will be used. Recommendation to resolve the issues will be subjected accordingly.

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Introduction

The sales process can be considered as the key revenue earning system for any company that is why it is essential to approach the process with effective measures. In this study, a real-life scenario will be taken as an example for understanding the challenges that a person undergoes in a sales process. Grievance redressed is a very important aspect in sales and by solving customer queries further sale opportunities can be generated.

Examples of excellent customer service

Good examples of customer service can be stated as:

Act of kindness: various uncertain moves can impress the customer like in special occasion for customer premium offering at a discounted price was offered to customer. Humble gesture or greeting the customer on birthday and anniversary was an effective move.

Frequent Follow-up: Customers should feel like they are not left alone a frequent phone call or time visits made the customer felt that sales executive are not only purpose-driven (hbs.edu, 2020). Whereas it was considered that customers do not get agitated.

Being Supportive: The customer feel that they are making the right choice by availing the product they have been offered acts as a psychological tool that has affected this sales process.

Meaning of Good customer service

Customer service can consist of various factors from which the customer is suffering from, it might be a **query** the looking answers for, a **complaint** from product, or any **help** they require while using that product. **Understanding customer's emotion** is truly essential in good customer service. Most of the time customers get angry or agitated regarding any product or executive handling such customers with extensive care is essential whereas **personal emotions should be kept aside** in this process (hbs.edu, 2020). No matter how the customer is behaving executive or sale personnel should not loose there **temper** as it might cost the company to lose further sales opportunity from that customer. Good customer service means **turning negative experience** of the customer into **positive**, possible measure should make these customers into a prospective client for this company. Good customer service can only be possible if **fact-findings** are accurate enough and pinpointed solution can be provided to customers.

Approaching Customers

Approaching a walk-in customer must be done cautiously so that customer does not get spooked by the representative, in a busy store customers must be approached by following the below-mentioned step:

Establishing eye contact is essential at the initial stage so that both the representative and customer can be a user that somebody is noticing and ready to solve their queries (Nuyts *et al.* 2020). I will maintain firm eye contact so that the customer does not feel like I am staring at him.

Connecting with Body language will be the second movement, where he can understand that I am coming to serve him. With a modest hand gesture, I will let him know that Customer is not left out.

Formal greetings are essential and it might be a handshake or a bow in front of the customer, this will let him know that I am at his service. These formal gestures help to initiate a conversation.

Getting Control of the conversation so that the process can be converted into sales opportunity whereas I will keep in mind that I should not dominate the conversation and the process should be a two-way conversation process (business.qld.gov.au, 2020). Initiating the process with ample amount of prediction will help to control.

Identifying In-store quite locations will be an effective way to approach a cold customer as this gives them a specialised touch and will let them know that they are treated with a privilege. It will be easier to find some sales opportunities in this course.

Dealing with unhappy customers

In this considering Grievance redressed, an opportunity will not a misleading fact as a customer gets more exposed and share their issues more briefly and makes them exposed to a new sales opportunity. I must find a **median between needs** so that it can be understood what possible ways can be addressed to him so that it satisfies the need (Mørk *et al.* 2017). **Being in their team** will make them realise that I am here to resolve their issues and it will help them be more opened up to me. **Control of reactions** is the most effective step; this will ensure I do not agitate the customers further. Ensuring the fact they must explain their problems without interruption. **Using their insights** can be helpful as it will let me know if I was in that position what could the possible measures that I had considered.

Successful Team working examples

Sales are a process that requires a collective effort from each and every team member so that primary objective can be achieved. Possible examples that I have encountered in this course are:

Driving with same goal and Objective: My team was driven with the same objective which is to maximise sales and this was a collective effort from my team members where people shifted customers if any was incapable of handling them and group efforts were also provided so that customer can get convinced for buying the product (Young, Mathiassen and Davidson, 2016).

Fair contribution of share: People in my team understood their job roles and responsibilities properly; as a result, they were able to deliver their expected share to the company and for the team as well.

Supportive: Team members were supportive enough which kept me motivated through time. This affected everyone one of us in case of failure in the sales process, supportive and cooperative behaviour helped to carry out our duties further (Wollny *et al.* 2020).

Most successful team

One of the most crucial factors that are required in teamwork is working ***organized*** and the team that I felt the most effective has this ability to work as a whole in order to achieve the desired goal. The team has an effective leader that drove the team to prosperity, collectively we obtained an abnormal figure of sales in 3 weeks and ***leadership*** was the key essence in that team (Velichkova, 2020). The team was very much enthusiastic in nature as ***everyone enjoyed their work*** which made the work less stressful and fun to work with.

Supporting team member

As the person was new to this team and felt a bit low to get a fit in his job role it is essential to follow the prescribed steps so that he can get the required mental support:

Inspiring them can be a very good option and this can be done by encouraging them to take charge of a small task or assignment, in this way they can feel a sense of ownership (Sunguro, 2017). In this way, they can be more open up to share their ideas and thoughts.

Providing a forum of other team members and ask them to hear the opinions and ideas that this person wants to say will be an effective way to support them (Rodríguez, Svensson and Mehl,

2020). It is essential to ask other team members not laugh or humiliate him while he shares his ideas.

Offering equal chance so that he can prove himself worthy and a perfect fit for the team. This will help to get a sense of belonging in the team (Ferreira, 2017). Equal chances of participating in projects and converting a sales perspective will boost his morale.

Importance of Communication style while dealing with customer

Communication plays a vital role in sales whereas it has a deep impact on every aspect of life, Changes in communication process for different customer is essential and the points clearly reflect that:

- Customers not willing to listen to my sales pitch must be **communicated with short and precise information** that is essential for the customer. Jargons should be avoided in such a scenario as it is important for carrying out sales process further.
- Customers who are flamboyant or search for specialised treatments must be **communicated with warm greetings and personal touch** (Bider, Regev and Perjons, 2020). This is essential to initiate the conversation with such clients.
- Knowledgeable people who have already done prior research of the offered product must be **communicated with transparent information and without manipulated facts**. Effectiveness of the sales process can only be obtained if the customer is convinced with those true facts.

Self-evaluation

1. Self-evaluation through career goals

Understanding the needs of the required skill set that I have to become successful in a sales profile is like **coordination, communication, confidence and leadership** qualities are there in me. In my preference **Retail industry** will be the perfect match for me as I reflect the traits for being an effective salesperson (Bachrach, Mullins and Rapp, 2017). I am most willing to perform my duties as a **retail store floor manager**. Some of the possible strength that can be considered is that I am able to motivate and support other employees, Communication skills are effective and I can handle

customers and employees better. Sometimes I stutter while managing a sales speech and some of my postures are not so appropriate.

2. Self-evaluation through role play

The feeling that I obtained from the role-play has mix thought that lies within me there some negative and positive attributes that I have noticed in the due course can be stated with **Gibb's reflective cycle**. The **Description** of those experiences is positive like a team effort, sales manipulation, and real-life scenario helped to accumulate a positive image of that experience. **Feelings** are collective as there were both positive and negative feelings acquired from the course, mostly when a customer did not get converted into a prospective buyer made me uncomfortable (Amin, Kamal and Sohail, 2016). **Evaluation** of the experience can be stated as the time when team supported me at low times and that worked as a motivation. **Analysis** of the experience made me realise that both positive and negative experience is essential to keep a person constantly motivated to achieve more and **concluding** the facts that I must improve my body language so that I become more approachable to customers. **Action Plan** to resolve those issues is lying within me as I must focus on speech therapies for my stuttering and practise body movements in front of mirror. Making a **PEEL** argumentative approach to the issues state in visible feedbacks that have been obtained from my interview session and sometimes I get nervous while approaching to a specific type of people and I think that they will overpower me that is the reason I stutter (Vince, 2016). In order to become a successful store manager, I must resolve issues with my suturing issues with a priority.

SMART goal

SMART	Objectives
Specific	I must resolve the issues within placement time as by then I will be placed in an actual job role.
Measurable	I will overcome my weakness by tracking and building a goal sheet where it can self evaluate myself by marking scores
Attainable	This might be difficult for me but it is attainable with counselling and speech therapies .

Reasonable	Objections like long time habits and other behavioural aspects can act as obstruction.
Time bound	I must resolve all these issues by 6 months .

Table 1: Reflecting SMART goal of self-evaluation.

A sales process is a two-way communication process that involves communication from customer and the executive, effective measures to approach a customer in this process is essential to understand and set standards according to it (Iannarino, 2016).

Recommendation

Some recommendations can be made here in this aspect. Those are

- Speech therapy and Counselling from professors' will helpful for me.
- Standardising a goal sheet marking scores on progress will help to understand the effectiveness of trainings.
- Understanding behaviour of various people will help to become knowledgeable for continuing the future sales roles.

Conclusion

It can be concluded that issues should be solved in the quickest way possible and pinpointed solutions will help to make the grievance redressed process easier for the executive and it will become a better experience of the customer as well. Good customer service can only be happening if the above facts are considered. As it is essential to maintain a relationship with a customer is essential to solve issues and problems they are facing while using the product or services. Visible weakness that lies within me is sometimes my body languages appears nervous to others and possible resolves that are suggested above can be considered effective enough to improve myself.

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Appendix

Interview Feedback Form							Date: 30/11/2020
INTERVIEWEE: <u>ASYA GALYOVA</u>			INTERVIEWER: <u>DIMITRIOS KAPSOKOSTAS</u>				
SCORE: 5= <u>Excellent</u> , 4= <u>Very Good</u> , 3= <u>Good/Average</u> , 2= <u>Poor</u> , 1= <u>Very Poor</u>							
+							
		5	4	3	2	1	Comments
ARRIVAL, APPEARANCE & POISE							
Firmly shook hands of interviewer, <u>smiled</u> and greeted		☐	☒	☐	☐	☐	Started with smile and greeting to the interviewee. Showed some confidence.
Maintained eye contact		☐	☒	☐	☐	☐	
Hand and facial movements were natural		☐	☐	☒	☐	☐	
Posture (sat up straight, etc.)		☐	☒	☐	☐	☐	
Displayed confidence		☐	☒	☐	☐	☐	
SKILLS PRESENTATION & DELIVERY							
Demonstrated knowledge about the company		☐	☐	☐	☒	☐	Some questions were asked. Displayed enthusiasm and conducted interview in a polite manner. But how the company is operating the business and why they need the suitable candidate is not explained. Job position was clear but could have discussed about qualification and job experience. Most importantly, answers from the interviewee should have been aligned with the company need. Feedback from Peer in the class was positive as they enjoyed the overall role play practice. Overall, it's a good practice, well done
Aligned answers with the needs of the company		☐	☐	☐	☒	☐	
Demonstrated skills with examples		☐	☐	☒	☐	☐	
Acted in a polite manner		☐	☒	☐	☐	☐	
Answered questions in full and in a timely manner		☐	☒	☐	☐	☐	
Understood the position		☐	☐	☒	☐	☐	
Displayed enthusiasm		☐	☐	☒	☐	☐	
Focused on strengths; avoided weaknesses		☐	☐	☒	☐	☐	
Referenced specific items on CV		☐	☐	☒	☐	☐	
Emphasised qualifications		☐	☐	☐	☒	☐	
Asked appropriate questions of the interviewer		☐	☒	☐	☐	☐	
OVERALL PREPARATION							
Spoke clearly and at a reasonable volume		☐	☐	☒	☐	☐	LECTURER: PLEASE SIGN AND DATE IN THIS BOX TO CONFIRM COMPLETION OF THE INTERVIEW.
Limited the use of filler words such as "um" or "like"		☐	☒	☐	☐	☐	
Did not talk negatively about previous employer(s)		☐	☒	☐	☐	☐	
POINTS AVAILABLE <u>100</u>							Md Kalam 30/11/2020
POINTS EARNED <u>66</u>							
GRADE <u> </u> %							