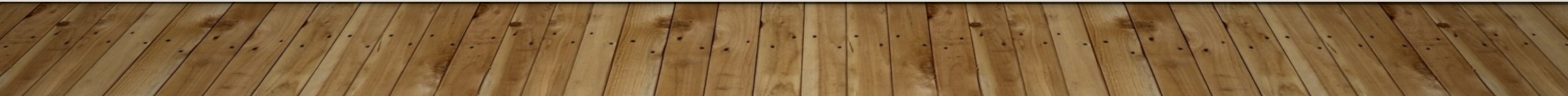


ACADEMIC AND EMPLOYABILITY SKILLS



INTRODUCTION

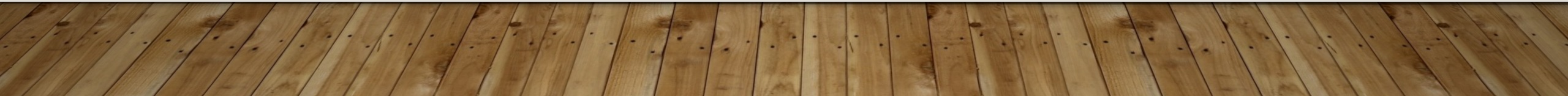
STUDENT NAME: LYUBOMIR MARKOV

ID NUMBER: 2132989

ACADEMIC SKILLS AND EMPLOYABILITY SKILLS

MODULE CODE: BMSW4001

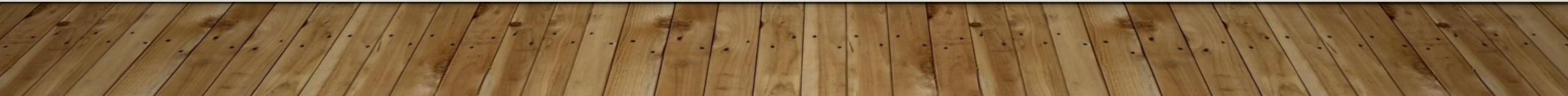
LECTURER: SYLVIA HOFFMANN



MY INTENDED CAREER: SALES EXECUTIVE

COMMUNICATION SKILL: PRODUCT DEMONSTRATION SKILLS

TECHNICAL SKILL: SALES RECORD KEEPING



INTENDED CAREER

A Sales Executive

A person who is responsible for aiding in the process of building up a business through identifying and selling products to new business prospects.

- How to conduct with retailers during a market visit
- Learn how to keep records of sales
- Demonstrate strategies to meet business goals

INTENDED CAREER (CONTINUED)

JOB RESPONSIBILITIES

SKILLS

- | | |
|---|---|
| <ul style="list-style-type: none">• Conducting meetings with respective clients during sales visits or virtually• Presenting different products.• Maintaining sales records accurately• Attending all types of trade conferences and exhibitions• Reviewing sales performance of the respective company for a specific timeline.• Negotiating with clients regarding packages and renewing contracts | <ul style="list-style-type: none">• Being self-motivated and fulfill targets• Show resilience through patience & hard work• Build communication skills strongly in both verbal and written form• Being able to be a positive influence and be a strong negotiator.• Be aware of commercial issues |
|---|---|

SWOT ANALYSIS

STRENGTH

- Good communicator
- Market knowledge
- Product demonstration ability

WEAKNESS

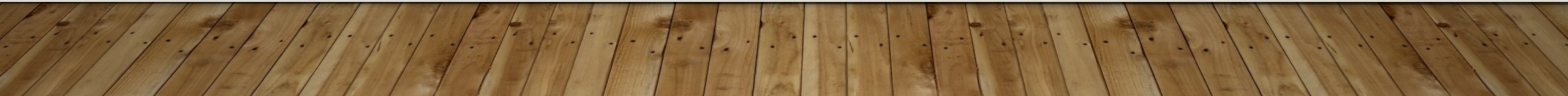
- Lack of technical knowledge
- Lack of experience

OPPORTUNITIES

- Identify market gaps
- Improving quality of advertisement

THREATS

- Tough competition
- Decrease in sales due to competitors



EXISTING SKILLS

Active listening

- Paying attention to the speaker and acknowledging the message
- Showing that I am listening
- Providing feedback

Communication skill

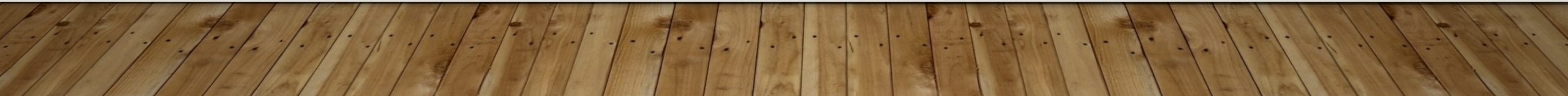
- Well adept in written communication: Conveying knowledge and ideas efficiently in written language.
- Verbally well-spoken and capable of expressing opinions.
- Able to perform nonverbal and sign language

Critical Thinking

- Identification of problems as well as opportunities in any given situation
- Research skills
- Skills to identifying biases

Time Management

- Prioritizing.
- Delegation.
- Decision-making.
- Goal setting.



SKILLS REQUIRED IMPROVEMENT

Technical Skills

- Accounting
- Project Management
- Business analysis
- Data management

Leadership skills

- Need to develop a charismatic persona
- Have to be a team player
- Be able to think strategically and act accordingly
- Be cautious of unethical practices
- Be driven to innovation

PERSONAL DEVELOPMENT PLAN

OBJECTIVE	ACTION	RESOURCE NEEDED	POTENTIAL OBSTACLES	METRIC	Estimated Timeline
Increase Technical Skills	Take vocational training	Books & journals	Time management	Work into personal projects each week	10-12 weeks
Improve leadership skills	Observe supervisors	Regular communication with team leader	Lack of confidence	Practice leadership skills in personal affairs	10-12 weeks

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