

**Assignment Title: Professional career development report and role play
(interviewee and interviewer)**

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Task 1 - Role play

Interviewer: Can you outline the key responsibilities of a sales representative?

Interviewee: A sales representative has vital responsibilities in an organization. From the name, it is easily understood the key responsibility of a sales representative is selling the products of a company. That means reaching the products to customers using different channels a company has (Ramsey, 2017). To explain this in detail, the key responsibilities of a sales representative are to generate contact and sale leads to sell product for that company which meets the set sales goals of a company.

A sales representative negotiates with customers about the products and services of a company such as prices, features, and other aspects relevant. In case of promotion, a sales representative helps determine prices of products and services, pricing schedules for quotes, prepares reports regarding sales of products and services on monthly and weekly basis. Lastly, a sales representative gives presentations to customers or clients on sales.

Interviewer: Do you mind evaluating the roles of sales representative in increasing sales of a company?

Interviewee: In increasing sales of a company, a sales representative carries out vital roles. Generally, we see and know about various promotional activities, projects and programs for companies, which products and services are familiar and attractive to customers, increasing the brand image and for so many other reasons (Roles Of A Sales Representative | Now Hiring, 2021).

But apart from these, a company resorts to channels to reach their products and services to customers. The main channel or way to reach products and services is sales representatives. They negotiate with customers or clients about the prices of products and services, give presentations on products and services where necessary, build up customer trust on products and services. They also work in the field selling products and services that are familiar to customers and clients. In conclusion, sales of products and services should increase as they carry out important responsibilities or roles in selling products and services. However, it cannot be said that due to the active roles of sales representatives the sales of a company's products and services get increased. Rather, there have many other factors/components, media or departments which have significant roles.

Interviewer: As a sales representative can you outline threats and opportunities?

Interviewee: A sales representative has a number of opportunities such as, getting a handsome salary, has opportunities to go to foreign countries in order to deal with various aspects of products and services selling. A sales representative job can be said to be a type of freelance job. The sales representatives can have more freedom in comparison with other job holders, they also have chances to develop their people skills and knowledge. Lastly, he or she can work indoors and have remote working facilities (Ford, 2012).

On the other hand, a sales representative or the sales representative job has several threats such as: If companies cannot achieve their sales targets the sales representative might be fired. New technology can replace the job of sales representative. Technological devices have better efficiency and effectiveness in dealing with the sales aspects of products and services. Whereas a human has pressure, workload, and difficulty in prospects for a sales representative.

Interviewer: What do you think the sales representative job will be replaced by technology or not in future?

Interviewee: The sales representative job or position is significant enough for a company. Efficiency, effectiveness, smartness, dealing with customers effectively and many other advanced skills and knowledge are required for sales representatives. A company depends mostly on its sales representative in case of selling products and services and thus, to achieve the sales goals. This includes achieving profit margins, selling products and services familiar to customers, attracting more customers and so on. Apart from that, if a sales representative cannot fulfill the demands of a company his/her job might be at risk. In modern organizations, it is found in most of the cases that sales representative are smart, efficient, and effective where dealing with customers or clients, selling products and services. On the other hand, there have advanced technological devices and channels which can carry out the same responsibilities with efficiency and effectiveness such as Artificial Intelligence, social media platforms and others (Mueller and Massaron, 2018). Therefore, it can be said that the sales representative job or position might be replaced in the future by advanced technological devices.

Interviewer: As a sales representative how will you represent our company?

Interviewee: As a sales representative, firstly I will present the quality, special features, and other vital aspects of products and services as well as my company to customers and clients to attract them. This should increase sales of products and services (What does a Sales Representative do? (with pictures), 2021). Secondly, I will follow the guidelines and instructions provided by the company to represent the company.

Task 2 – Report

Introduction

Every particular job in the current competitive job market demands specific and special skills, knowledge, and experience of job seekers. A sales Representative carries out pivotal responsibilities in a company (Crawford, 2012). In order to carry out vital responsibilities sales representatives need skills, effectiveness, efficiency, smartness, and experiences. In this part that means the task 2 of this assessment has aimed to reflect on my career development planning through applying Gibbs reflective cycle. It will be completed in several sections such as demonstration of understanding of skills and knowledge that contribute toward working effectively, my readiness for employment, demonstration of an understanding of my strengths and areas for which action plans or steps must be taken to improve them further, and a reflection on the interview carried out in task-1.

Description (an understanding of the skills and knowledge which contribute toward working effectively)

A sales representative must be efficient, effective, smart, and all types of skills which are modern and helpful for helping his or her to represent his or her employer organization. In the description section some such skills and knowledge have been discussed that can help his or her to carry out sales responsibilities effectively and efficiently. The experience is as follows-

Product knowledge: Firstly, a sales representative must have knowledge about the products and services his or her employer company sells. In broader terms, product knowledge refers to knowledge about the features, quality, and different other characteristics of the products or services his or her employer company has (Top 18 Skills that Sales Representatives Should Have | Yesware, 2021). It helps the sales representative to present both his employer company and its products to customers or clients.

Communication skills: Secondly, a sales representative must have communication skills that will help him or her to work effectively. The sales representative must understand the clients or customers of products and services, he or she must interact effectively with clients and customers in order to sell products and services. Communication skills include interaction, writing skills, speaking, presentation, active listening etc.

Time management skills: For selling products and services as well as for delivering them, there is no alternative to maintain time (Williams and Reid, 2011). Both in case of national and foreign clients or customers time management plays significant roles in selling and delivering products. Modern companies want such sales representatives who will be able to sell or deliver or present their products on time.

Social media skills: Social media skills refer to conducting communication through effective use of social media platforms like face book, Google, YouTube, twitter, LinkedIn and many others (Dewing, 2010). As promotion, marketing, communication as of now, are dependent mostly on social media therefore, a sales representative must have knowledge on how to use social media platforms for communication with clients and customers.

Feelings

Sales representative is not an easy job or position. My thinking was that sales representative job is easy as I have seen many sales representatives move from here and there in order to sell products and services but, I have never seen them in formal places or arenas. But, when I came to know in depth about sales representatives and their responsibilities as well as I have experienced their responsibilities deeply then, I understood that sales representative job is not an easy job. A sales representative must have advance skills, knowledge, and experiences in order to handle or interact with customers, clients and others regarding products and services. A sales representative must have skills like communication, social media using skills, time management skills, product knowledge, smartness, effectiveness and efficiency etc.

Evaluation (an understanding of personal strengths and areas for further development)

My experience about the sales representative job is interesting enough. Based on the learning and experience I have compared my skills and knowledge with the requirements for the sales representative position. Thus, from the comparison I have come up with some findings on the competencies and experiences that I have such as-

Personal strengths: Communication skills, time management skills, smartness are the areas in which I have command over. In all types of skills and aspects regarding my strengths I have strong command over.

Areas for further development: Social media using skills, product knowledge, and effectiveness and efficiency are the in which I have problems. I know how to use social media for informal conversations, interactions with my friends and relatives but, I don't how to use social media platforms for the purposes of formal communication; I must have knowledge on product and services of the employer company; and I have lacking in case of ensuring effectiveness and efficiency. I bad experience about the situation is that I should have known about the sales representative job, its responsibilities, skills and knowledge required for getting the job and so on. If I had known it before, I could have developed my skills and other aspects. But, the good about the experience that at last, I came to know about the job and my weaknesses as well as strengths.

Analysis

I have problems regarding some skills that I have to develop. I should have known my strengths, weaknesses 1 or two years before. If I had known about, I could have taken steps required for developing skills and knowledge required. This has gone bad. On the other hand, now, I know about my strong sides as well as weaknesses. I have time for working on these aspects which will help me developing the skills and knowledge required. Moreover, I have become able to know about various areas of sales representative job. These went good.

Conclusion

If I would like to get the sales representative job I have to develop some skills and knowledge mentioned in the above sections. Skills, knowledge, and experiences make a person employable as well as increase the readiness for employment. Apart from that, employment refers to getting employed for carrying out responsibilities of specific job or position of an organization. Now, from the discussion so far some conclusions can be reached such as- the skills like social media using skills, product knowledge, and effectiveness and efficiency etc must be developed; without developing these I cannot say that I am fully ready for employment. But, I have some skills which can make me enable to get sales representative job.

Action plan

Action plan refers to the detailed plan about the visible steps or actions that can help reaching goals or objectives of individuals or organizations (What Is an Action Plan and Why is it Important?, 2021). My employment goal is to be a sales representative. For reaching my employment goal I have to develop skills like social media using skills, product knowledge, and effectiveness and efficiency. Therefore, a detailed planning about how these skills and knowledge can be developed has been provided below-

Job or activities: Developing social media using skills, product knowledge, and effectiveness and efficiency skills.

Purpose: The main purpose of this development plan is to develop the mentioned skills and knowledge.

Expected result: Development of these skills within time and cost provided.

Method:

Time and cost: 1 year from December 2021(from December 2021 to 30 November 2022) and cost is 2000\$.

'Recruitment and Selection'

Sales representative job or position is one of the most significant positions for any company. Sales representative, advertisements, and marketing department etc are the media for a company to get familiar with customers and dealing with customers or clients. Apart from that, sales representatives have some key responsibilities in an organization such as- generating leads in case of selling products and services; meeting the set sales goals of companies; negotiating with customers about products and services; in case of promotion a sales representative helps determining prices of products and services, determines pricing schedules for quotes; preparing reports regarding sales of products and services on the basis of weeks and months; and giving presentations to customers or clients on sales. Now, apart from the responsibilities, the roles of a sales representative are vital enough for increasing sales of a company such as- sales representatives help reaching products to clients and customers, interact with clients and customers, detail out the features, quality and other aspects of products and services of the employer company, represent the employer company, and thus, they help increasing sales of a company. Although there have social media, marketing department and other ways to make products and services of a company familiar to customers or clients but, sales representatives are the field workers on who the trust, brand image and some other crucial factors of a company and its products or services are dependent largely. The position of sales representative has various opportunities such as- workload and pressure are comparatively less in this job, more freedom can be enjoyed, responsibilities can be carried out even not staying attend to workplace, remote working facilities, freelancing type of a job such as the more work the more salary and no work means no salary. But, this job has some threats from the dynamic business environment. Moreover, many threats are emerging from the dynamic business environment. Some such threats are- Artificial Intelligence is the number one threat to this job because, there have artificial intelligence based technological devices as well as many such devices are on the way which can carry out the responsibilities of a sales representative more efficiently and effectively. Apart from that, organizations and employers in the future might think and can introduce these devices which

will replace the sales representative job. Secondly, at present there have social media platforms, and online based different other platforms and ways through which companies directly can carry out the same functions and duties of sales representatives. Therefore, in order to reduce costs companies might resort these platforms which will also replace the sales representative job. Lastly, it is one type of hassle to deal with manual labor or human employees but, it is easier to deal with as well as hassle free to control technological devices. Therefore, organizations in the future the sales representative job might be replaced. Overall these are the threats to sales representative job. Now, as a sales representative I will present the quality, special features, and other vital aspects of products and services as well as my company to customers and clients, and I will follow the guidelines and instructions provided by my company to represent my company.

Conclusion

Personal reflection helps identifying personal weaknesses, strengths, threats, opportunities of an individual, and the ways out for getting out of weaknesses. Career development planning refers to the planning which helps a person to shape his or her career and get the career goals and objectives. Apart from that, the Kolb reflective cycle has helped me to reflect on my skills and experiences and other areas.

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Appendices

Interview Questions

- Outline the key responsibilities of a sales representative.
- Evaluate the roles of sales representative in increasing sales of a company.
- Outline threats and opportunities of sales representative job.
- What do you think the sales representative job will be replaced by technology or not in future?
- As a sales representative how will you represent your company?

Job application form

Application for Sales representative job

Your details

Name: Giuseppe Mannino

Education and training

Please give details:

Business degrees from University of Wales with good grades. Training on marketing and sales.

Qualifications

Please give details:

Communication skills, leadership, dealing with customers, research skills, teamwork, emotional intelligence, problem solving, organization

Employment history

Your current or most recent employer

Name of employer: British Petroleum

Job title: Sales Representative

Length of time with employer: 2 Years

Reason for leaving: Low salary

Duties: Giving presentations on products and services, dealing with customers or clients

Previous employers

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

The mentioned skills I have applied in sales representative job in BP.

Supporting statement

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

This job will offer handsome salary which I expect. I have the skills sought by the company so; I am the best choice for this job.

Right to work in the UK

Do you need a work permit to work in the UK? Yes

References

Bernard Looney (CEO of BP)

Contact: Email. bernard.looney@bp.com.

Yajesh Kumar(my University lecturer)

Contact: 647638833446

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: Giuseppe Mannino

Signature: Giuseppe Mannino

Date: 05.12.2021