

## **LEVEL 3 - COMPETENT MANAGER**

### **COMMERCIAL PLANNING AND CLIENT SEGMENTATION, I.E. GOAL-ORIENTED MANAGEMENT**

Developing one of the basic managerial skills, i.e. the effective implementation of a corporate strategy and sales targets, with support of co-workers.

Learning to cascade goals down to subordinates, negotiating a strategy and tactics for their implementation with appropriate clients. Defining promotion budgets and necessary competences.

Analysing the potential of individual markets and the share of one's product in those markets - methods to maintain or increase them.

Introduction to the implementation of this model into a salesperson's everyday work.

### **COACHING IN WORKPLACE, CALLED "ON THE JOB" COACHING OR SKILL COACHING.**

Learning the coaching approach in management.

Managers familiarize themselves with a model consisting in giving feedback together with involving a subordinate in changing their behaviour. This particular skill determines whether a subordinate's motivation will be maintained, or whether it will increase or decrease, and it directly translates into a manager's success or failure at work.

Learning to analyse employees' behaviour in terms of their effectiveness.

Emphasis on practical exercises in giving feedback in difficult situations, where good business relations between a manager and subordinate are seriously jeopardised.