



Coaching – Offene Seminare – Inhouse Seminare – Workshops – Moderation – Segelseminare – und mehr

## Schedule

- about us
- proactivity - making things happen
- competencies - doing things properly
- the four fields of competencies
- the five levels of competencies
- The RUBKON training methods to improve selling-competencies

# About RUBIKON und weiter



# Proactive Behavior

- **acting in advance** of a future situation, rather than just reacting
  - taking control and **making things happen** rather than just adjusting to a situation or waiting for something to happen
  - employees do not need to be asked to act, nor do they require detailed instructions
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- is anticipatory, change-oriented and self-initiated
  - is a goal-driven process “can do” ➤ “reason to” ➤ “energized to”

# Knowledge - Skills - Competencies

- **Knowledge** is justified, true, and believed
- **Skill** is the learned capacity to apply knowledge
- **Competence** is having the **ability to perform** a specific skill properly
- **Competency** is a combination of knowledge, skills and **behavior** used to describe performance

# Four fields of Competencies

- **Methodological & professional** competency
- **Personal** competency
- **Social communicative** competency
- **Activity & decision-making** competency

# The five Levels of Competencies

- **Novice** Rule-based behaviour, strongly limited and inflexible
  - **Beginner** Incorporates aspects of the situation
  - **Competent** Acting consciously from long-term goals and plans
  - **Proficient** Sees the situation as a whole and acts from personal conviction
  - **Expert** Has an intuitive understanding of the situation and zooms in on the central aspects
- **A Competency** is a set of defined behaviors that provide a structured guide enabling the identification, evaluation and development of the behavior in individuals



# Sales Knowledge and Skills

- characteristics, benefits and advantages (basics)
- 5 step selling process
- acquisition of information
- compiling customer profiles
- four types of customers – red, yellow, green, blue
- turning excuses (no time, no money, no interest) into objections
- recognizing customer needs
- cultivating customer needs

# Sales Behavior

- proactivity and sales personality
- attitude towards self-efficacy
- enlarging sphere of influence
- strengthening connectedness
- adopting authenticity
- handling insecurity and fear of failure
- dealing with resistance
- initiate Systems Thinking