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
  
  ➢ 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