

I. First Person Focus

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At the end of this segment, you will be able to:

- Recognize the competencies of the professional
- Understand the responsibilities of your position
- Understand the goals of the company and your own goals and how they interact

A. Roots

1. The Origin Story

2. Why did you join the Company?

B. Your Part

1. Functional Responsibilities

2. Personal Responsibilities

C. Competencies

Competency means that you have mastered a skill or task. The competencies listed here are important for your success in this new department. Rate your own proficiency in each of the following areas on a scale of 1 to 3. If you find that you need improvement in certain areas, pay special attention to those areas as you proceed through the training.

1. = High degree of competency
2. = Average degree of competency
3. = Improvement needed

Effort/Drive

You have the ability to persist with effort and drive to overcome obstacles and achieve goals. Examples of obstacles might be a confused or reluctant buyer; poor attendance habits on your part; poor health care; lack of interest in work, etc. Effort/Drive involves persistence and resilience in the face of any obstacles.

1. _____
2. _____
3. _____

Goal Orientation

You have the ability to persist with effort and drive to overcome obstacles and achieve goals. Examples of obstacles might be a confused or reluctant buyer; poor attendance habits on your part; poor health care; lack of interest in work, etc. Effort/Drive involves persistence and resilience in the face of any obstacles.

1. _____
2. _____
3. _____

Need For Achievement

Do you have a need to achieve and better yourself? People with this characteristic generally are motivated by tangible symbols of success, need recognition for achievement, and need to persuade others as a means for gaining personal gratification (i.e. ego-drive).

1. _____
2. _____
3. _____

Planning & Problem-Solving Skills

Do you have the ability to solve problems and plan/organize work activities in a logical and timely manner? This competency involves the ability to suggest solutions for problems to your manager.

1. _____
2. _____
3. _____

Interpersonal Skills

Do you have the ability to relate effectively with others? Effective interpersonal interaction involves flexibility, animation, persuasiveness, sensitivity, and emotional stability.

1. _____

2. _____

3. _____

Oral Communication Skills

Do you have the ability to express thoughts and ideas in a clear, concise manner? This competency involves fluency, appropriate use of vocabulary and grammar, appropriate voice quality, and the ability to "think quickly on one's SEAT."

1. _____

2. _____

3. _____

Listening & Probing Skills

Do you have the ability to listen attentively and question others to determine their needs? This competency involves the ability to respect the opinions and perspectives of others, and the ability to direct the flow of discussion to achieve an objective.

1. _____

2. _____

3. _____

Basic Computer Skills

Do you have the ability to type and follow directions when they are presented? This competency includes the ability to prepare and maintain timely, accurate records, and documentation.

1. _____
2. _____
3. _____

Knowledge Of Products At Your Company

Do you have the ability to explain the features of the products and talk about the benefits of using each product?

1. _____
2. _____
3. _____

Knowledge Of Telephone Etiquette

Do you have the ability to respond professionally to callers? This knowledge includes etiquette in listening, questioning, as well as techniques that project an excellent service attitude.

1. _____
2. _____
3. _____

The Sales Professional



Understanding People

What the customer is looking for:

D. The Company Goals

The following is a partial list of the goals of the company. Discuss how you can help achieve the goal and in turn realize your own goals.

1. To increase market share and sales.

2. To care for each called party with dignity, kindness, respect, empathy, and courtesy

3. To have highly qualified, motivated personnel who are committed to their work and our customers' needs.

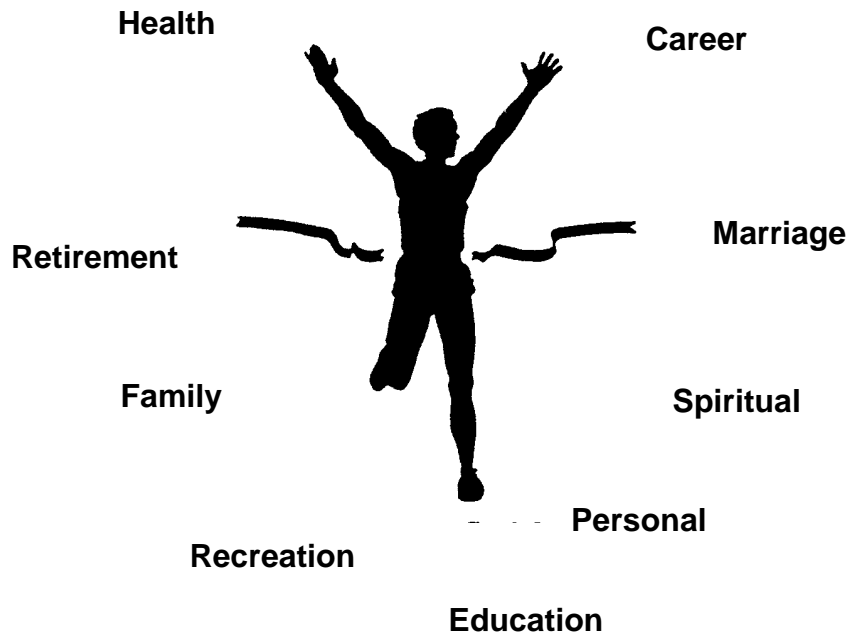
The Three Stages

1. Base Maintenance

2. Growth Maintenance

4. New Customers

E. Your Goals



Define:

1. Goal: _____
2. Objective: _____
3. Strategy: _____

List three goals for yourself:

F. Attitude

1. Define attitude:
2. List some examples of behaviors that indicate a person's positive attitude at work:

3. List some examples of behaviors that indicate a person's negative attitude at work.

G. Coping With Stress

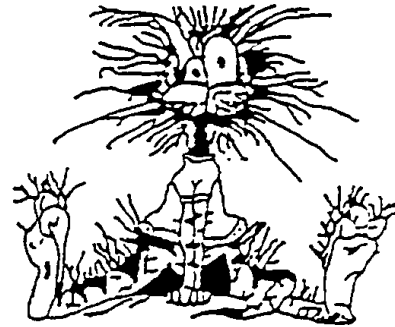
There has been much studied and written about stress in the work place. Telemarketing is a high-stress function. The first consideration in looking at “stress” is to identify STRESSORS. These are the factors that cause or contribute to feelings of anxiety, pressure, fear and tension.

Work Stressors:

Stressors at home:

The picture of stress

Is this you?



Stress Handling Techniques

All of us strive to create an atmosphere of fun as well as serious endeavor. We want you to feel that you are part of a team and that you are on the road to success.

We hope that you will:

- Develop a sense of confidence in your work
- Feel successful
- Develop an attitude of pride
- Trust each co-work and supervisor
- Learn to work with others from different backgrounds and personalities