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Coaching - Efficiency enhancement and motivation

By Silvio Wilde

GRIN Verlag Aug 2009, 2009. Taschenbuch. Book Condition: Neu. 218x151x15 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2009 in the subject Business economics - Personnel and Organisation, grade: 1,3, University of applied sciences, Neuss, language: English, abstract: 1. Introduction 1.1 Focus of this scientific abstract Today's extremely competitive global market place requires a greater level of competences and skills of sales staff. Especially in times of financial crisis and a high degree of uncertainty, customers demand mutual trust and sales professionals. They expect to receive individualized solutions to their problems and not as 30 years ago a nice smile and a warm welcome. As this relies on all service industries, we defined the financial sector as the focus of our scientific abstract, in order to narrow the mass down and to create a comparable basis. The over 200 identified competencies in over 30 categories that are required for an efficient selling, explain the complexity of the selling process. Therefore, the need of implementing a human resource development program is quite obvious. The question of the right approach to this problem will be specified by the following hypothesis: Coaching...



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