**6.2. PRACTICAL ASSIGNMENT**

**Analysis of the occupational profile**

**Task objective.** To develop the ability to correctly understand and interpret the information contained in job descriptions in order to better plan one's career path.

**What needs to be done?**

Occupations are grouped according to similar jobs that have specific requirements. Understanding these requirements and functions is essential for making informed career decisions. Reading occupational descriptions can help to broaden your knowledge of possible career paths and to understand the skills and abilities needed in particular fields.

Please read carefully the from the job description for Sales Manager and note which Lithuanian Classification of Occupations [(](https://www.profesijuklasifikatorius.lt/)https://www.profesijuklasifikatorius.lt/) ***competences you think you need for a successful career in this field***.

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| Sales Manager |
| A manager manages the business (commercial) activities of an enterprise, with the aim of satisfying consumer needs and generating profits. This must be done within the limits of the authority and resources given to the business, while maintaining a stable functioning and business reputation. The job functions of a manager depend on the profile of the company in which he/she works. A manager must:* managing the company's orders, organising the company's activities;
* market research, determining the level of demand and supply for services, analysing competitors' activities and pricing policies; planning services, scheduling work;
* determining the cost of services: calculating the cost of transport, storage, etc;
* promote your company and services;
* Finding, negotiating and concluding cooperation agreements with business partners for specific goods and services;
* monitor the preparation and execution of business plans, commercial terms, agreements, contracts and agreements, and assess potential risks;
* to analyse and solve organisational, technical, economic, personnel, social and psychological problems, to stimulate production, to increase the realisation of production, the quality and competitiveness of goods and services, and to promote the economic and efficient use of material, financial and labour resources;
* selecting and deploying staff, motivating their professional development, evaluating and stimulating performance; establishing contacts with business partners, gathering the necessary information to develop contacts and exchanging experience;
* analyse demand for products and services, forecast and stimulate sales by researching and assessing customer needs;
* Participate in innovation and investment activities, and in the development of a promotional strategy for the further development of business and commercial activities;
* to ensure that the profitability, competitiveness and quality of goods and services increase, and to improve efficiency;
* coordinate the activities of a particular branch (bar), analyse their effectiveness and decide how to rationalise the use of the resources received;
* Inviting legal, technical, financial and other consultants and experts.
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**Remark**:

This analysis can be applied to any profession that interests you. Analyse job descriptions and try to understand what knowledge, skills and abilities you need to be successful in your chosen job.