

Work areas (within which the company will be able to place trainees)**Basic programme**

✓ Tick off the appropriate

- Working responsibly and assessing own work and results relative to defined targets.
- Working with innovation as well as personal and professional development (lifelong learning) in professional and organisational processes of change.
- Collaborating with others; participating in discussions of and solutions to various problems, thus assuming a shared responsibility for the professional, personal and social aspects of the work process.
- Participating in the planning and administration of and follow-up on sales and marketing activities.
- Assisting in customer service, taking into consideration customer behaviour, cultural standards and values, and the importance of personal appearance and conduct.
- Collaborating on carrying out administrative and financial assignments on the basis of qualitative standards and ethical codes of conduct.
- Displaying an understanding of business matters by participating in the performance of specific tasks.
- Considering one's own role in the labour market and as an employee in a specific enterprise, as well as the opportunities to exert influence.
- Displaying job readiness by knowing about basic work functions and conditions.
- Adapting communication linguistically, culturally and technologically to different communication situations.
- Using technological tools rationally and appropriately in performing assignments.
- Making specific calculations on the basis of a good understanding of numbers, with or without a calculator or other assistance.

Work areas (within which the company will be able to place trainees)**Main programme**

✓ Tick off the appropriate

- Conducting and managing talks with different types of customers using various question-asking techniques and methods to identify needs.
- Conducting and managing talks with different types of customers to solve problems and handling objections and complaints.
- Performing call centre work assignments with a good understanding of business concepts and financial structures, including measurements, statistics and types of organisations.
- Documenting knowledge about the relationship between business concepts and technological tools.
- Using the most common technological tools.
- Working in teams to develop own competencies and the competencies of others through coaching and motivational techniques.
- Participating in the planning of customer research and marketing activities.
- Recognising one's own learning- and motivation-related strengths and weaknesses as a basis for continuing professional development (lifelong learning) relative to one's own role both in the organisation and on the labour market in general.
- Using the IT tools available in the organisation.
- Communicating in correct spoken and written Danish in work-related contexts.
- Performing work assignments independently, responsibly and flexibly and collaborating in work groups and teams.
- Using a general broad understanding of various work assignments and functions in the fields of sales, service, purchasing and logistics in the commercial sector.
- Acknowledging one's own learning- and motivation-related strengths and weaknesses as a basis for continuous professional development (lifelong learning) relative to one's own role in the organisation and on the labour market in general.
- Planning and providing customer service independently based on organisational guidelines and quality targets.
- Selling physical products independently and professionally.
- Providing advice independently to customers, both in person and through electronic media.
- Planning sales correctly and appropriately, including calculating prices, preparing quotations, arranging meetings with customers, making assessments and ensuring the quality of the process.
- Communicating and marketing the organisation's service, sales and product strategies.
- Performing administrative work assignments and routines relative to the organisation's sales functions.
- Performing sales functions in compliance with the organisation's general service concepts, internal procedures and quality requirements.