



THEME Competence Matrix - Trade with Partial competences/ Learning outcomes



COMPETENCE AREAS	STEPS OF COMPETENCE DEVELOPMENT			
1. Organising and conducting the process of selling products and services	<p>He/She is able to deal with customer needs by enquiries, prepare corresponding quotations (either in writing or orally) and deal with well-defined customer orders regarding established product portfolios (including explaining products, services, payment and delivery process).</p> <p>He/She is able to organise the shipping process (e.g. clarify availability of products and shipping services, fill out standard forms like packing list, accompanying documents and certificates of origin) according to existing standards.</p>	<p>He/She is able to analyse and/or deal with the specifications of customer needs (by enquiries), initiate customer orders through making offers based on his needs and handle/deal with customer orders.</p> <p>He/She is able to prepare and/or provide information (write reports, prepare presentations) about customer needs, product/service specifications, market situation, delivery and shipping conditions for the customer, sales partner or management and provide relevant contracts and agreements.</p> <p>He/She is able to organise and/or provide information flow (e.g. by advertising, factory tours,...) required by customers, management and/or sales partners in order to present the company's production facilities.</p>	<p>He/She is able to advise customers, clarify ordering problems and socialise with persons in relevant institutions (e.g. distributor services, trade information centres, chambers of commerce) to find possibilities for selling.</p> <p>He/She is able to arrange the process of negotiation taking into account all aspects (price, contract, delivery, insurance, legal regulations, preferential tariff rate, payment, customer satisfaction and offers of other companies).</p>	<p>He/She is able to find solutions for selling, payment and delivery problems, financing and contractual difficulties.</p> <p>He/She is able to prepare statistics and design strategies to achieve customer satisfaction (reporting customers' reactions; handle claims arising taking into consideration a cost-effective solution).</p> <p>He/She is able to organise and implement product training for sales partners / customers and is able to arrange / undertake business trips (e. g. trade fairs).</p>
	Partial competences/ Learning outcomes:			
	He/She is able to communicate in a customer- and service-oriented way in consultation and sales conversation (e.g. in phone-calls, personal communication, e-mails and/or internet orders).			
	He/She is able to gather the necessary information from written and/or oral standard customer enquiries.			
	He/She is able to obtain the necessary data for a typical offer within the company/from other companies and compile an offer based on the present information about customers and products/ services in a defined framework.			
	He/She is able to provide basic information and answer customers standard questions (e.g. concerning orders, prices, shipping or payment processes).			
	He/She is able to initiate the processes necessary for standard orders within the company/with other companies and prepare the corresponding documents.			
	He/She is able to enter and/or follow the necessary data in a delivery and payment process.			



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	Partial competences/ Learning outcomes:			
	He/She is able to analyse an incoming specific customer's enquiry and subsequently submit an offer (create a customer account, if required).			
	He/She is able to initiate customer orders through submitting offers based on his needs.			
	He/She is able to organise the selling and shipping process.			
	He/She is able to monitor the relevant data for the payment process, issue the required documents and initiate the necessary processes.			
	He/She is able to collect relevant market, customer and company data and compile this information to a report for supporting decisions.			
	He/She is able to direct the information flow between companies and customers, in a foreign language.			



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	Partial competences/ Learning outcomes:			
	He/She is able to analyse problems related to customer orders and identify their origin.			
	He/She is able to communicate with various stakeholders mainly in the trade language to find possibilities to solve order problems.			
	He/She is able to advise customers comprehensively during the order process.			
	He/She is able to compare offers from the own company with offers from competitors and derive company strategies from this comparison.			
	He/She is able to develop offers in cooperation with other companies/institutions.			
	He/She is able to negotiate all aspects of an order with the customer.			



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	Partial competences/ Learning outcomes:			
	He/She is able to solve complex problems in the processes of selling and service within the company and/or in cooperation with other companies/institutions.			
	He/She is able to monitor the payment process, identify problems (outstanding payments) and intervene with remedial actions (e.g. contractual penalties).			
	He/She is able to develop an overall selling strategy for the company and derive campaigns from it.			
	He/She is able to train co-workers and other people in using the products or services.			
	He/She is able to organise / undertake business trips and/or arrange appointments with customers.			
	He/She is able to analyse and evaluate sales potentials (e.g. by business trips).			



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2. Ensuring the process of purchasing	<p>He/She is able to order well defined lots and products (known products, supplier and delivery services) with the help of enterprise resource planning (ERP like SAP/Navision) systems.</p> <p>He/She is able to handle ordering documents and ensure information flow to different departments and companies.</p>	<p>He/She is able to compare offers in terms of prices, quality and delivery conditions.</p> <p>He/She is able to observe purchasing processes and provide the seller with information and necessary documents (e.g. waybills, CMR, airway bill, B/L, invoice, certificate of origin, export declaration, letter of instructions for the seller, packing list) and react accordingly in case of sales disturbances (correcting faulty documentation).</p> <p>He/She is able to analyse the distribution market and carry through regional market analysis for ensuring suitable purchasing processes (benchmarking, brands, product areas, different cargo enterprises).</p>	<p>He/She is able to analyse the purchasing process in cooperation with other departments of the company (e.g. quality department), to decide about suitable suppliers, appropriate products in terms of material / services for production and the best transport company and transport process taking into account delivery conditions (time, price, transport conditions needed for different goods ...).</p> <p>He/She is able to negotiate prices and delivery conditions.</p> <p>He/She is able to solve sales disturbances with respect to obtaining missing information, completing the payment process and making suitable arrangements in the event of delivery failures (such as finding replacement for a transport company).</p>
	Partial Competences/ Learning outcomes:		
	He/She is able to use the company's database to find standard information about current orders.		
	He/She is able to find necessary information about known suppliers in the company's database.		
	He/She is able to compile information for an order from a known supplier, with given products, terms and conditions.		
	He/She is able to fill out standard forms and purchasing paperwork of the company.		
	He/She is able to provide information regarding an order to colleagues.		
	He/She is able to provide necessary and correct information to the supplier in a foreign language.		



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	Partial Competences/ Learning outcomes:		
	He/She is able to request quotations from sellers.		
	He/She is able to compare offers regarding price, product quality and distribution conditions.		
	He/She is able to monitor an ongoing purchasing process with the help of the company's ERP system.		
	He/She is able to compile the information necessary for the supplier as well as for the company and inform comprehensively.		
	He/She is able to handle sales disturbances to the satisfaction of the seller and the buyer.		
	He/She is able to carry out a regional market analysis to find new suppliers for a given demand.		



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	Partial Competences/ Learning outcomes:		
	He/She is able to analyse and optimize the purchasing process.		
	He/She is able to develop a well-founded purchasing strategy for the company.		
	He/She is able to derive a purchasing campaign from the purchasing strategy.		
	He/She is able to monitor the costs of the overall purchasing process.		
	He/She is able to analyse problems and problem causes in the purchasing process.		
	He/She is able to solve complex problems in the purchasing process with time restrictions.		



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3. Organising the package, the storage of goods as well as transport processes (logistics)	<p>He/She is able to organise the transport process by identifying stock location, assigning packing and delivery of goods to cargo companies taking into account weights, measures, transport conditions, customer wishes and needs for adaptation for the foreign market (e.g. (foreign language) labelling).</p> <p>He/She is able to coordinate different companies and departments for selling, purchasing, transport and installation abroad.</p>	<p>He/She is able to manage stock and logistic processes by using ERP software to ensure enough goods are in stock, cargo companies are available and shipping services are provided.</p> <p>He/She is able to organise the distribution process by commissioning production orders and organise the production process.</p>	<p>He/She is able to analyse types of packaging and choose most suitable packages and ways of transport for products (considering delivery destinations, delivery time, routes of transport).</p> <p>He/She is able to issue export documents (e.g. export declaration, EUR.1, ...) taking shipping regulations and handling rules into account and ensuring compliance with environmental and safety standards.</p> <p>He/She is able to organise appropriate product and package labelling (country, weight, number, size, handling etc.).</p>
	Partial Competences/ Learning outcomes: not covered by consortium		
4. Coordinating and conducting the flow of documents and financial transactions	<p>He/She is able to document and archive all correspondence concerning market research, selling, purchasing, financial transactions, logistic processes and cooperation affairs.</p> <p>For this purpose he/she is able to use suitable communication and conferencing systems as well as database driven archiving and distribution systems.</p>	<p>He/She is able to ensure bookkeeping of all processes (finance, assets, personnel, storage and logistics) taking into account the challenges of foreign markets.</p> <p>He/She is able to provide statistics for reports and relate transactions to cost units and cost centres.</p>	<p>He/She is able to observe the process of financial transactions and initiate necessary interventions such as reminders and dunning letters.</p>
	Partial Competences/ Learning outcomes: not covered by consortium		



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5. Supporting of internal business processes for sales and purchasing including quality management	<p>He/She is able to arrange the administration processes for financial transactions, delivery etc. and monitor procedures of coordination between different departments taking into account religious, cultural and language aspects.</p>	<p>He/She is able to carry out typical quality management tasks to ensure correctness and integrity of documents for selling, storage, transport and purchasing of goods.</p> <p>He/She is able to ensure well-functioning business processes by providing all staff and departments with information about changes regarding selling, purchasing and transport conditions (e.g. port handling tariffs, taxes) and he/she is able to take action to safeguard processes (e.g. insurance, licence, ...).</p>	<p>He/She is able to initiate projects concerning new business processes, exporting or importing new goods and developing concepts for widening and restructuring product portfolios and services</p> <p>He/She is able to carrying through related risk analysis.</p>
	Partial Competences/ Learning outcomes: not covered by consortium		



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6. Observing and analysing foreign markets and foreign contexts	<p>He/She is able to collect information (company data such as market share, turnover or history, current buyers, suppliers).</p> <p>He/She is able to produce statistics and figures as requested by the company.</p>	<p>He/She is able to identify specific strengths and measures required to determine the company's market position.</p> <p>He/She is able to obtain and prepare information about foreign markets, taking into account known indicators for market development (e.g. growth rate, productivity, ...).</p>	<p>He/She is able to analyse the results of market surveys and find indicators not only for customer wishes and future developments but also for comparing the company with its competitors.</p> <p>He/She is able to identify the risks of different financial, delivery and import/export structures.</p> <p>He/She is able to estimate potentials and risks for selling and purchasing on the basis of different product portfolios.</p>	<p>He/She is able to undertake market research in new markets and countries and assess the implications of respective cultural, religious and legal aspects (esp. intellectual property rights, trademarks) and regulations.</p> <p>He/She is able to monitor market trends systematically.</p> <p>He/She is able to identify strategic context factors and analyse them regarding their consequences for doing business in these markets.</p>
	Partial competences/ Learning outcomes:			
	He/She is able to collect data within the company about its current market position from the perspective of the company.			
	He/She is able to identify indicators for the development of the company in company data or through comparison with other companies.			
	He/She is able to collect key data of the company's sellers/buyers.			
	He/She is able to use research tools to retrieve necessary information.			
	He/She is able to use software to prepare data and information for presentation.			
	He/She is able to compile a report/presentation about the current market position.			



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	Partial competences/ Learning outcomes:			
	<p>He/She is able to collect key data regarding the market structure in foreign markets with regard to the company's position.</p>			
	<p>He/She is able to conduct an external market analysis (e.g. benchmark, competitor analysis).</p>			
	<p>He/She is able to identify trends and developments in foreign markets.</p>			
	<p>He/She is able to use marketing tools for analysing markets (e.g. SWOT analysis, competitor analysis, ...) according to predefined information needs.</p>			
	<p>He/She is able to plan measures to sustain and advance the market position of the company.</p>			
	<p>He/She is able to give a clear report and presentation to colleagues and managers.</p>			



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	Partial competences/ Learning outcomes:			
	<p>He/She is able to identify relevant indicators for present and future market developments and customer needs.</p>			
	<p>He/She is able to evaluate the indicators based on data about the company, competitors and the market.</p>			
	<p>He/She is able to identify risks and opportunities in the markets and analyse the factors of influence.</p>			
	<p>He/She is able to conduct a risk analysis based on the present product/service portfolio.</p>			
	<p>He/She is able to develop further the product/service portfolio of the company and evaluate the risks of it.</p>			
	<p>He/She is able to interpret results of market research and/or a SWOT-analysis.</p>			
	<p>He/She is able to devise implications and advise colleagues and managers.</p>			



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	Partial competences/ Learning outcomes:			
	<p>He/She is able to analyse new markets and potential markets in new countries.</p>			
	<p>He/She is able to identify the influence of socio-cultural factors (e.g. culture, legal system, religion) on markets and assess their potentials and restrictions.</p>			
	<p>He/She is able to analyse trends systematically in relevant markets.</p>			
	<p>He/She is able to identify socio-economic factors and their consequences for the company.</p>			
	<p>He/She is able to analyse the relevant context and derive conclusions for business transactions.</p>			
	<p>He/She is able to present results and the company's strategy well founded and adequate for different target groups.</p>			



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7. Establishing cooperation structures with international partners	<p>He/She is able to contact agents, international partners and official institutions (e.g. customs authorities) for organising and coordinating standardised selling and purchasing processes (e.g. arrangement of dates, collection of information about persons, flows and status of delivery, shipping ...)</p>	<p>He/She is able to find new potential partners, provide and coordinate possibilities of cooperation and initiate meetings with them.</p>	<p>He/She is able to arrange joint ventures and provide contractual details (e.g. technology licensing, patents, trademarks, intellectual property rights, conditions).</p> <p>He/She is able to identify barriers, tax and financial conditions and other information for decision processes like establishing company-owned sales agencies, shops or the assigning of responsibilities between partners.</p> <p>For these tasks he/she can cooperate with experts from different fields (lawyers, consultants) to obtain advice.</p>
	Partial competences/ Learning outcomes: not covered by consortium		

Abbreviations:

- BOL B/L *Bill of lading*
- CMR *Convention relative au contrat de transport international de marchandises par route (Frachtbrief)*
- ERP *Enterprise Resource Planning*
- L/C *Letter of Credit*
- SOP *Sales Order Process*
- EUR 1 *EUR 1. movement certificate*



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