

Competency Examples

Example 1 – Sales skills/initiative/working independently

Context: I was a member of a team of four shop assistants selling stationery in a large department store. The supervisor had asked me to organise a special promotion of a new range of products. I had to do this while continuing to do my normal job in a busy section of the store. I had one week to prepare for the event.

Action: I arranged a display at the front of the shop so all the customers were aware of the promotion. I laid the stationary out in a way where customers could see it in everyday use. I also organised for there to be a sample of some of the stationary for customers to try out at certain times of the day. I briefed my colleagues and asked them to promote the stationary whenever they were serving a customer. I kept hourly records of sales and realised that customers who came in to the shop at the end of the working day were more receptive to demonstrations and trials of the product therefore I made a particular effort then to push sales.

Result: During the two-week period of the promotion we increased our sales by more than double the usual total, mainly due to the way I had promoted the new products to the customers. Customers said they enjoyed sampling the products and the supervisor recommended a bonus for my work. On reflection however I think it would have been even more successful if I had consulted customers about what they wanted from the types of products.

Example 2 – Using Initiative

Context: I was a volunteer supporting asylum seekers who had recently arrived in Glasgow and weren't familiar with the city or with the language. A large number of our clients wanted to attend college but didn't know how to register or where the colleges were and a lot of time was spent taking clients to visit the colleges which was very time consuming. I used my initiative to propose to my manager that I should run a special open day for clients who wanted to attend college.

Action: I contacted all of the colleges in Glasgow and spoke to the head of department in order to persuade them to participate. One of the colleges agreed to offer me a room free of charge and I asked each college to prepare a stall advertising their courses. I had to invite clients and make up an information pack with a map and travel directions as well as making it clear how they would benefit from attending. Some of the clients were reluctant to attend as they preferred being taken personally around the colleges. I arranged for some of my colleagues to volunteer at the event I gave them specific responsibilities to ensure the event ran smoothly.

Result: The event was a great success and the colleges reported back to me that it had made their recruitment much easier. Out of the 60 clients who attended, 30 of them registered for a course there and then. Client feedback was very positive and many who had initially been reluctant to attend reported that they felt more empowered and independent and the event had removed many of the fears they had about attending college. My manager asked me to run the event every year and it has become a regular event.