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USE OF THE COMPETENCY APPROACH IN THE MANAGEMENT OF OFFICIALS OF THE ORGANIZATION

The relevance of the research presented in the article is determined by the strengthening of the decisive influence of personnel on the competitiveness of the organization and the appropriateness of applying the competence approach in management practice. Based on the analysis of the theoretical and practical studies carried out in the field of personnel competence, the features of the competence approach are highlighted. A basic model of sales staff competencies is formed, which consists of two categories. Within the framework of the model, the weight coefficient of competencies of sales personnel of different levels is determined. The developed model can be put in the basis of the strategy of competence development, carried out in different directions. For the competencies included in the model, appropriate methods of development are selected. Within the framework of the competence approach in management practice, it is possible to take single decisions on various aspects of activities, and develop a holistic strategy for the development of competencies.

Keywords: competitiveness, competency model, sales staff, development strategy, competence approach.

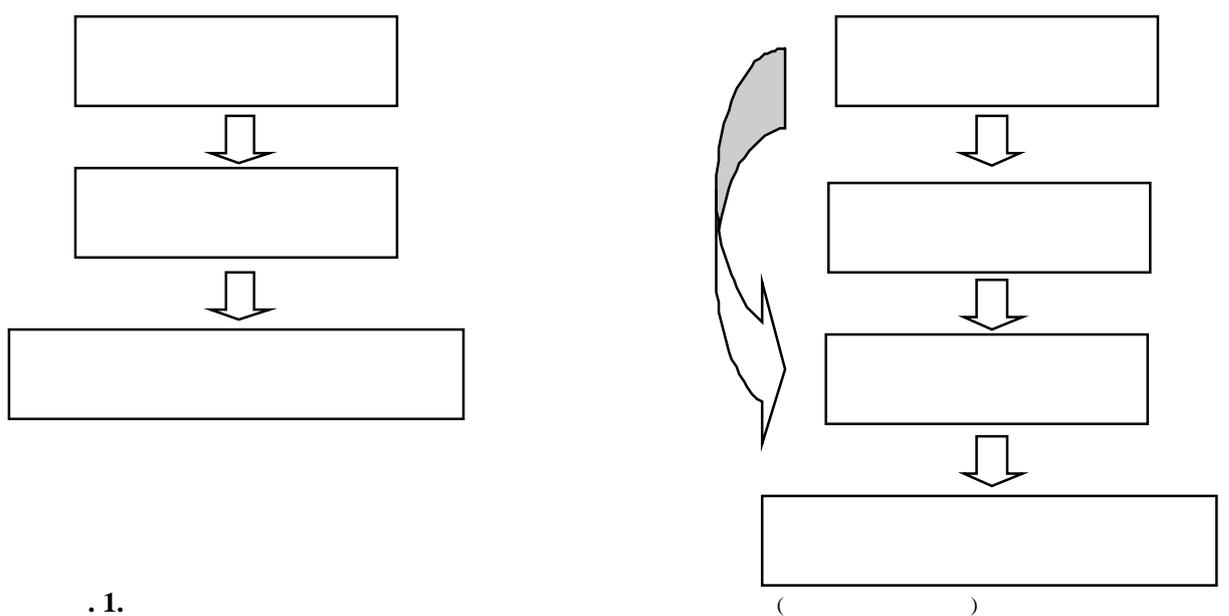
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