

ABSTRACT

This research is on “A Study of Sales Manager’s Competencies on Strategic Thinking, Communication and Coaching: A Case Study of D Company” and the objectives are:

- To describe and analyze the current situation of managers’ competencies on strategic thinking, communication and coaching in D Company.
- To study the differences between perceptions of sales managers, peer managers and sales professionals toward sales managers’ competencies on strategic thinking,
- To propose organizational development interventions on sales managers’ competencies on strategic thinking, communication and coaching in D Company.

Both primary and secondary data were used. For primary data, the researcher conducted the observation and interview sessions, and administered survey questionnaires. The survey questionnaires targeted twenty six employees within the sales department as well as the departments that it worked closely with. The questionnaires were distributed during Pre-ODI.

The main findings for pre-ODI showed that the three competencies of sales managers were still needed to be further developed in order to resolve most of the OD problems that D Company were coming across. The proposed ODI activities were proposed which would be using assessment tool, workshops, process implementation and document review.