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*M. Souryakova*

### **SALES SPECIALISTS' PROFESSIONAL CAREERS: SUBJECTIVE AND OBJECTIVE COMPONENTS**

The research defined objective and subjective components of sales specialists, which determine the level of professional success. Professional career in the modern sense is defined as a form of professional potential implementation. Planning a professional career is considered as a dynamic characteristic of the process which leads a person to succeed in his or her professional field.

The indicator of professional goals performance for sales professionals, being an objective component of their professional career, consists of monthly sales proceeds plan performance level, monthly sales plan performance level, sales income plan performance level. The relation between professional success and professional experience of sales professionals has not been detected in the research.

A subjective component of professional career is individual personal characteristics of a specialist. Sales specialist's professional success is not much related to cognitive intelligence which can be on an average level. The relation of high level and average level emotional intelligence has been detected. Extroversion and authoritarian type of interpersonal relationships as personal and individual qualities determine sales specialists' success.

*Key words: professional career, sales specialists.*