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## **Examining of competences of managers taking part in a functional strategy development**

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*It has been examined the competences of managers, taking part in the development of one of the functional strategies of the commercial company — the sales strategy; it is implied the method «Structured interview». Based on an analyzing of experts' opinions the structure of competences (necessary for the effective sales strategy creation) of commercial directors and sales department heads was developed. Then based on results of Planned questions using a level of the competences by commercial directors and sales department heads of domestic companies was estimated. The results confirm a high level of some necessary competencies («Analytical abilities» for commercial directors, «Ability to analyze planned figures by sales personnel» for sales department heads); the competencies related to analytical data using during a process of sales strategy creating have a low rating.*

**Keywords:** *functional strategy, strategic process, strategic instruments, sales strategy, analytical data, analytical abilities, competencies*

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