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**Article**

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## Reasons for a standardized approach of the occupations in the commercial field

A range of working places whose main tasks and prerogatives are characterized by a high level of similarities makes up an occupation. According to the definition given in the Classification of the Occupations from Romania (COR), **an occupation** is a useful activity, bringing an income, which a person is commonly doing in an economic-social unit. An occupation means the speciality/qualification really performed at the working place and whose putting into practice presumes to use a range of professional competencies.

An occupation could be expressed through function and profession. **The function** is the activity a person is regularly performing in a functional hierarchy of a leading or executive board, while **the profession** is the wide range of knowledge someone has gotten through school education and practice, needed to develop an activity.

The inventory and analysis of occupations from the commercial field in Romania, in the framework of COR updating - started in June, 2008 – have been pointed out some characteristic phenomena in the commercial field:

- their vague and changeable image;
- new occupations have appeared as a result of spectacular results in the commercial activity;
- the existence of many denominations for the jobs in the commercial field;
- a lot of them don't permit a distinct identification of their professional profile;
- a school education system that is partially unfit for the needs of the commercial companies;

Because of these numerous denominations many times fanciful, the jobs in the commercial field form an authentic nebula. If someone wants to know: *“Which is the difference between a commercial worker, a commercial agent, a commercial representative or a commercial clerk?”*, the answer is difficult to be found and most of the time will be: *“None, all of them deal with sales.”*

In order to put an end to the general confusion, to draw up a standard of the commercial occupations is essential. Its role is to clarify, simplify, structure and establish the specific criteria for these occupations, providing a grid that is to be easily understood and that will allow the identification of the professional profile, standing behind each occupation denomination.

More than that, the standard will also be an operation instrument with multiple utilizations such as:

- to study and to identify the commercial jobs, which will be an instrument, easy to be used in order to identify, to analyse and to define;
- in matters of personnel recruitment, it will provide essential elements about all that someone has to know in a profession or a job, clarifying the recruitment offer;
- for training activity, it will allow to inventory and to outline the competencies that are to be developed;
- for the organization activity, the standard will allow to establish an image of the commercial jobs in a company;
- in matters of communication, it will act for the clearness and the pertinence of the message meant to the different commercial profiles;
- the standard will also be an instrument that can assure the coherence for the denominations of the inner commercial jobs in an enterprise;
- drawing up a structure of the occupations on two axes – the axis of the sale/supporting and the axis of the function/profession, the standard will provide an easy legible reading of the jobs that are directly connected to the selling activity, of those that support the commercial function and of those that are related to the management of the commercial activity. In this way one can easily notice the proximity and the logical elements that link the functions and professions one another, independently of the sector particularities they belong to.

The standard of the occupations in the commercial field will provide for the executive people in the enterprises, for those dealing with the personnel recruitment, for the human resources representatives, for the education and the training institutions, for the researchers in the commercial domain, concrete means of understanding the commercial field.

**Editor-in-Chief  
Vasile Dinu, PhD**