

Efficiency of psychological program impact on formation of readiness of sales managers to constructive resolution of professional conflicts

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Research Methodology. The survey was conducted by an informative set of techniques allocated according to the results of correlation and factor analysis. The structure of psychological readiness of managers to constructive resolution of professional conflicts includes five factors and technique indicators that cause them. The first factor - interactions F1, F2- individual psychological, F3 -motivational, F4- typological, F5-psychological defense.

The representatives of experimental and control groups were examined twice before and after using psychological program in the experimental group.

Results. We proved the efficiency of the author's psychological program impact on sales managers to constructive resolution of professional conflicts according to five factors of structural components of psychological readiness (interaction, individual psychological, motivational, typological and psychological defense).

Novelty The paper presents new scientific results that indicate the efficiency of the program according to the complex of informative indicators of comparative analysis and systematic approach to the formation of psychological readiness of sales managers to constructive resolution of professional conflicts.

The practical significance. We grounded the psychodiagnostic tools to determine the characteristics of examined and to develop, implement and prove the effectiveness of the author's program of psychological formation of commercial enterprises managers readiness for constructive conflict resolution.