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**THE TECHNOLOGY OF THE FORMING OF FUTURE SALE AND  
COMMERCE SPECIALISTS' READINESS TO PREVENT CONFLICTS IN  
THE PROFESSIONAL ACTIVITY**

The article covers the content of the technology of the forming of future sale and commerce specialists' readiness to prevent conflicts in the professional activity. This technology is based on the systematic approach, the personal-oriented approach, the humanistic approach, the activity approach, and the synergetic approach. The technology consists of the following components: the component of the purpose (which contains aims and tasks, the methodological grounds and principles, the diagnostics of the level of formation of future sale and commerce specialists' readiness to prevent conflicts in the professional activity), the content-procedural component ( the content, forms and methods of teaching introduction), the reflexive-analytical component (various analytical-evaluative, searching and practical activities, the reflection of own achievements in both the professional and the personal growth, self-diagnostics, self-correction); the component of control and assessment (the obtained results checking).

The aim of this article is foundation of the technology of the forming of future sale and commerce specialists' readiness to prevent conflicts in the professional activity.

According to the aim, the following tasks have been identified:

1. Inspiration of cognitive and professional students' motivation.
2. Obtaining the knowledge, which gives the understanding of the context, the structure of the conflicts, the ways and technologies of conflict prevention.
3. Working off conflict prevention skills and abilities.
4. Actualization the needs for self-knowledge and self-improvement.

The great attention is given to the author's teaching course "The conflicts in professional activity of sale and commerce specialists" as well as to the knowledge and skills, which students have to obtain.