

**Application call in the testing phase of  
"IN.K.A.M.S. - International Key Account Management & Sale" Erasmus+  
Programme in the Field of Higher Education Key Action 2 -Strategic Partnerships  
Agreement n. 2017-1-IT02-KA203-036707**

### **Erasmus + Project Overview**

The “IN.K.A.M.S. – International Key Account Management & Sales” project co-funded by the Erasmus+ Programme of the European Union aims to realize, pilot, disseminate and systematize a new University-based learning program focused on International Sales & Key Account Management, which is an integrated and permanent European framework which, through the change of the methodological paradigm, enables the development of International Sales & Key Account Management skills, with innovative, interactive modes that are adaptable to business and individual needs.

### **Training experience Objectives**

- Acquiring the international sales and key account **knowledge and competencies** applying traditional and innovative methodologies (movie education);
- Building **expertise and know how** in the sales and key account field;
- Working with the **international firms** collaborating with the project;
- From students to further professionals: **fostering professional and personal capabilities to compete in tomorrow’s job market.**

### **Teaching Materials**

All the teaching material will be available online. The selected students will be provided access to the e-learning platform (CLI.MA), with the loaded OERs and the additional tools.

The Open Education Materials are divided in four macro-areas:

- Strategic Sales Management,
  - Sales Evolution, Sales Environment
  - Ethical issues
  - Sales strategy, sales plan and sales process
  - International sales (cross cultural issues)
- Coordinate and Manage sales relations: relationship selling and KAM,
  - Relationship selling in b2b
  - Strategic and analytic dimension of KAM
  - KAM program implementation and KA relationship management
  - Personal communication and negotiation
- Analyze the market, sales knowledge and ICT sales,

- Turning customer information into sales knowledge
- Leveraging IT in sales and Social selling
- Build, manage and Leverage a sales Team
  - Designing and organizing salesforce
  - HR management in sales force: Recruit, training and developing, setting goal and reward, assessing and control

## **Course Requirements and Assignments**

### Online quiz

This examination is based on the Open Educational Resources and the online materials, for each unit of the OERs students will be asked to answer multiple choice questions.

### Undertaking Company Check Up

Students will receive a list of companies, provided by the Chambers of Commerce, they will select one company or more, and working in group (from 3 to 7 students for each Company) or singularly will be asked to understand company business and environment, sales KPI, sales activities and knowledge, through:

- collecting data and information to map strengths, weaknesses, threats, and opportunities to capture ways to guide SMEs in defining the strategic paths to improve sales processes;
- conducting interviews (in company site or in university facility, or call conference meeting) with Sales manager (or Sales director, Export Manager, Entrepreneur, Marketing Manager) who will allow to focus attention of the deficiencies on the services and needs to be met, but also on strengths to be valorized and on resources to use, thus contributing to the development of a document ,possibly even a mediatic one. Students must ask to sign the NDA and ask if the interviews must be anonymous or not.
- Create the report

### Check Up Report

This report will assume mastery of all material covered during the experience. Students will be asked to submit a report in English or local language of 5-10 pages in word file format (where the cover page and the list of content are additional) with the following provided structure.

Content of the report:

- 1.Cover Page
- 2.List of report content
- 3.State of art (desk research)
- 4.Methodology (½ page)

- 5. Findings
- 6. Recommendation
- 7. References

Short films

Students will be asked to attend the movie education labs with 4 hours of lessons (2 hours about movie education and 2 hours about storytelling) and 4 hours of laboratory in order to realize short films about typical sales situations. Working in groups (from 3 to 7 persons), students with the help of the tutor will:

- screen play the short films on business cases, contextualized to sales processes and to manage strategic clients,
- act interpreting the short film.

The videos will be amateur, no specific equipment is required (videos made with smartphones will be accepted) and the activity can be done during the laboratory hours.

At the end of the training experience, expected for 31<sup>st</sup> May, students will receive an attendance certificate.

**Scheduling**

The program may undergo some variation in the dates.

<i>Activities</i>	<i>Timing</i>
Access to the online materials	from 15 <sup>th</sup> March
Undertake company check-up	from 15 <sup>th</sup> April to 20 <sup>th</sup> May
Movie education labs	from 15 <sup>th</sup> April to 20 <sup>th</sup> May
Testing (OERs quiz, Check-up report and short films production)	within 20 <sup>th</sup> May