

Work package WP2 – B2B Sales Competency

Work Package Number	WP2	Lead Beneficiary	8. ATSU
Work Package Name	B2B Sales Competency		
Start Month	3	End Month	31

Objectives

WP B2B Sales Competency is linked to all specific objectives of the project:

- Enhancing B2B Sales and innovation capacity
- Renewing assessment culture
- Increasing private investments to higher education

A modern International B2B Sales Course will be developed and piloted in all Armenian and Georgian partner Universities. It is based on coaching, not traditional lecturing as such. Students take bigger role in the learning process. Implementation of International B2B Sales course increases students' competencies and familiarizes them with theme-related challenges. Courses are targeted to advanced STEM (engineering) students (≥ 2 nd class students) and representatives from enterprises are utilised in the implementation in various roles. Implementation includes students' coaching for the Sales Competitions.

Core staff members of Armenian and Georgian partner universities will be trained to the B2B Sales by European partners Turku UAS and FHWN. Additionally, they will get on-site experience of Sales Competitions by the visit to European Sales Competition ESC, where they have hands-on chance for learning thanks to their roles as judges in the ESC.

Sales Competitions will be organized as final exams of B2B Sales courses. Sales Competition is a role play situation and in practice an oral final exam of the B2B Sales Course. In 20 min sales negotiation, a salesperson (student) tries to sell predefined product or service to a buyer (either a lecturer or a professional from private sector). There is a jury assessing each performance and grading it. Jury consists of around 3 persons, often representing lecturers and representative of a company. We will offer companies a brand-new possibility to foster their recruitment process when searching new B2B Sales talents. Participation as a buyer or as member of the jury will be available for companies. Based on our experiences in European Sales Competitions, students are often recruited – at least for part-time jobs – directly through the competition.

Description

T2.1 Organizing B2B Sales Workshop. Training of core staff members of Armenian and Georgian partner universities in B2B Sales (one week training). As part of the workshop, participants will sketch first versions of their B2B sales courses with all relevant details.

T2.2 Conducting Study visit to European Sales Competition. Visiting European Sales Competition 2024 to get inspiration for organizing Sales Competitions in Armenian and Georgian partner universities and in EU's Eastern Partnership region. Armenian and Georgian lecturers learn in hands-on way – e.g. job shadowing of the competition director, acting as judges in the competition and by separate wrap-up workshops of lessons learned – how to implement competitions in cost-efficient way.

T2.3 Piloting B2B Sales courses and competitions. Planning and organizing B2B Sales Courses - two times during the project - in Armenian and Georgian partner Universities. Courses will be targeted to STEM students – in practice engineering students – and all respective universities are responsible for all technical arrangements (e.g. admission, registration, grading) according to their universities' policies.

Courses will be organized in in close cooperation with companies. In the end of the course, local Sales Competitions will be organized to assess students' learning outcomes, enhance university-business cooperation and to select representatives for the EU's Eastern Neighborhood Sales and Innovation Games.

T2.4 Preparing training materials and competition manuals. Sales competition manual will be developed as guidebooks for participating stakeholders in Sales Competitions.

Training materials, in electronic format, will be prepared and launched to serve effective implementation of B2B Sales courses. These materials will be compiled to an e-storage and made publicly available as an OER.