

Work package WP3 – Sales Laboratories

Work Package Number	WP3	Lead Beneficiary	6. ANAU
Work Package Name	Sales Laboratories		
Start Month	3	End Month	36

Objectives

WP Sales Laboratories is directly linked to two specific objectives of the project:

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

Sales Labs will be set up to all Armenian and Georgian partner universities. It offers modern environment for improving and developing sales, customer engagements and interaction situations. Sales Lab utilises tools that measure the emotional responses and their strength in individuals. Eye tracking cameras can be used for improving sales presentations and digital services, like chatbots. When combined with detecting emotional responses, valuable information on the efficiency of the presentations and services can be measured.

Sales Lab has the ability to also develop different types of virtual and digital environments for sales, marketing and services. The facilities offer the capability to develop sales-associated customer and team engagements, sales discussions, negotiations and customer service. Sales Lab use tools to measure the emotional responses thus those will be utilized for the training of students as well as research data collection and analysis. Deep understanding of sales and marketing situations and services enhance students' employability already in the short term.

Companies emergingly need support in digital sales and marketing thus are ready to invest in RDI services helping them to increase turnover. This opens new opportunities to boost university-business cooperation and increase private investments to higher education.

Description

T3.1 Preparing venues for Sales Labs Mapping and selecting venues for Sales Labs. Existing premises and services of Innovation Centres will be utilized, when appropriate, in setting up the Sales labs into all Armenian and Georgian partner universities.

T3.2 Purchase of equipment. Needed equipment - e.g. video cameras, eye movement trackers, skin conductance response devices, software licences, video cameras etc. - will be purchased.

T3.3 Sales Lab Training. Training and mentoring of using Sales Lab devices will be organized by FHWN and Turku UAS after the purchase of equipment for all Armenian and Georgian partners.

T3.4 Onsite visit to Sales Lab in FHWN. Visit to Sales Lab in FHWN in Austria to learn on-site how to set-up and utilize Sales Labs in practice.

T3.5 Practicing use of Sales Labs. Starting to use Sales Labs in training of students. This will be done as part of the B2B Sales courses. Additionally, special courses can be implemented to students, staff and external stakeholders, this will be investigated and developed further during the project.