



Dr. Joaquim Marques

Title: Sales and Marketing Skills: Strategy and tactics

Structure of the training:

- *Strategy*
- *Tactics*
- *The five rules of communication in sales*
- *The marketing attitude*

Objective of the training:

- *There are numerous reasons to fail in our companies and universities. The principal reason lies in not defining the strategy to follow. We are concerned with the use of tactics, which are applied in a disconnected way.*
- *Communication is of great importance in attracting new audiences/students. Its correct use allows a greater efficiency of the resources to use in order to attract a public more interested and suitable to the pursuit of the proposed objectives.*



Dr. Maria de Nascimento

Title: Customer Essential elements of a customer management approach

Structure of the training:

- *Introducing customer management*
- *Managing Relationships*
- *Creating Opportunities*
- *Managing Opportunities*

Objectives of the training:

The key responsibility of customer service management professionals is to achieve their organization's goals by developing, training and leading their employees to success. Each company's specific market position, competitive threats, capabilities, and personnel are different from even its closest competitors. It stands to reason, then, that every company needs its own customer management strategy.

Our research and experience with customers demonstrate that developing your customer management strategy is the most important thing to start with because that's the foundation of how you run the organization. It's the foundation of what you do as a business. Defining these customer management strategies is a crucial task for every sales leader.

When this task is left undone or incomplete, the usual result is that each salesperson handles customer management according to their individual preferences. Some approaches will be more successful than others, but even the top performers will be operating outside a defined customer engagement process. In that situation, account continuity, funnel integrity and forecast accuracy all suffer. Customer management strategy is indeed the foundation of how a sales organization is run.



Dr. Mário Cunha

Title: History, Heritage, and Development. The Touristic Activity

Structure of the training:

- *To present how deep History and Heritage can be decisive to promote education and citizenship under the context of the current globalized era.*
- *To express how History and Heritage can be decisive to promote both national, local and personal identity.*
- *To show the raising importance of Heritage and History on the promotion of social and economic development.*
- *To present how History and Heritage can be decisive on the promotion of integrated quality touristic activities.*
- *Explaining: Porto City case-study.*

Objectives of the training:

The goal of the lecture is to show how local, regional and national History and Heritage can be decisive on the promotion of personal and community identity and self-esteem, and so, education and citizenship. And, at the same time, how important they can be to social and economic development, namely through the creation of a good touristic activity, non-aggressive to local communities and the environment.

Dr. Maria de Nascimento | Dr. Mário Cunha | Dr. Joaquim Marques

Title: Business Administration in the 21st century [For JUST University]

Structure of the training:

- *Introducing business administration in the 21st century*
- *Small business management*
- *Small Business Administration*
- *Online Reputation*

Objectives of the training:

Successfully running a business in the 21st century requires a foundation of proven business principles. It also requires technological knowledge that wasn't required a generation ago. Administering business functions, and marketing products and services in today's world is a different game than it used to be.

Technology is a double-edged sword in small business management. While devices can — and do — save time, if they're not managed well they can lead to fragmentation and excessive multitasking, which sap productivity.

Business owners must manage technology effectively, in addition to having good people-management skills:

Delegation skills: Trusting tasks to proven workers can be hard, but necessary.

Mentoring and developing of key employees: The more key employees understand the business, the more they can contribute.

Understanding of group dynamics: Balancing skill sets and personalities leads to more effective teams.

Smart decision making: Seeking input from talented managers and key employees can give you the insight you need to make wise business decisions.
