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ERASMUS+ PROGRAMME

Erasmus+ - Key Action 2

Capacity Building in the Field of Higher Education

Project Number: 561708-EPP-1-2015-1-DE-EPPKA2-CBHE-JP

Vocational training center for undergraduate university students
and teachers in Jordan (VTC)

Portugal Training Workshop at BAU

November, 14, 2017

Training topics

1. 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 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. At the same time, and 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.

2. 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.

3. 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.



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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.

Trainers

No.	Topic	Trainer name	trainer Institution
1	History, Heritage and Development: The Touristic Activity	Dr. Mario Cunha	Instituto Superior de Paços de Brandão
2	Sales and Marketing Skills: Strategy and Tactics	Dr. Joaquim Marques	Instituto Superior de Paços de Brandão
3	Customer Essential Elements of a Customer Management Approach	Dr. Maria de Nascimento	Instituto Superior de Paços de Brandão



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Training participants

No.	Topic	No. participants of students	No. participants of staff
1	History Heritage and Development: The Touristic Activity	63	11
2	Sales and Marketing Skills: Strategy and Tactics	47	10
3	Customer Essential Elements of a Customer Management Approach	21	-



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Sales & marketing skills:
strategies & tactics



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History, Heritage, Devel.:
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Students 70 + 1.

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Customer essential
elements of a customer
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