





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.







experience research and Our 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 business. Defining these customer management а strategies is a crucial task for every sales leader. When this task is left undone or incomplete, the usual salesperson handles result is that each 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, integrity and continuity, funnel forecast account accuracy all suffer. Customer management strategy is indeed the foundation of how a sales organization is run.

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

Trainers







Training participants

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







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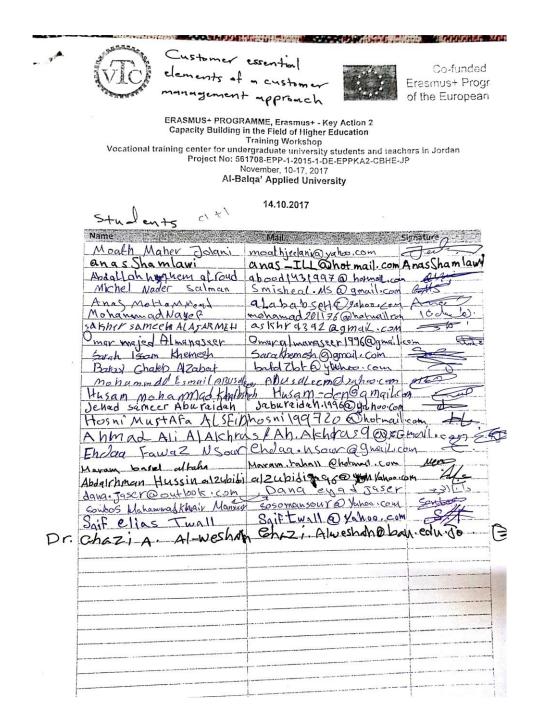


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