

ERASMUS+ Programme 2015 – KA2 Adult Education
Project nº: 2015-1-ES01-KA204-015937
Partner: Universidad Popular de Lorca (FEUP)

Employment and Women on the 21st century in Europe: From Household economy to SME economy (Small and Medium enterprises) – MUPYME Project

IO4 Training plan Knowledge area “Sales and purchases and marketing”

Universidad Popular de Lorca (FEUP) – SPAIN

Introduction

- My identity
- Portrait
- My Priorities
- My reasons for self-employment

1. Introduction to Sales

- 1.1 DU1: Sales Theories
- 1.2 DU2: The Seller
- 1.3 DU3: The Seller’s duties
- 1.4 DU4: Features of a good seller

2. Customer Service

- 2.1. DU1: Customer service
- 2.2. DU2: Customer support
- 2.3. DU3: How can you achieve customer’s satisfaction?

3. Sales Strategies

- 3.1. DU1: Types of sales
- 3.2. DU2: Commercial Platform
- 3.3. DU3: Sales interview: Action Plan
- 3.4. DU4: Other types of sales

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4. General Aspects in Marketing: The supplier's catalogue and customer's satisfaction

- 4.1. DU1: The purchase decision process
- 4.2. DU2: Influences in the purchase process
- 4.3. DU3: Market segmentation
- 4.4. DU4: Human Classification
- 4.5. DU5: Consumer's psychological motivations
- 4.6. DU6: General Marketing Concepts

5. Commercial Communication

- 5.1. DU1: Elements of Applied Commercial Communication
- 5.2. DU2: Social Skills and Commercial Protocol
- 5.3. DU3: Negotiation strategies and process
- 5.4. DU4: Call Centres
- 5.5. DU5: Customer Service in the 21st Century

6. A Brand is an Emotion

- 6.1. DU1: Oral Communication
- 6.2. DU2: Written Skills in Sales
- 6.3. DU3: Listening in Sales
- 6.4. DU4: Non-verbal Communication
- 6.5. DU5: Assertivity
- 6.6. DU6: Emotions