

ERASMUS+ Programme 2015 – KA2 Adult Education
Project n°: 2015-1-ES01-KA204-015937
Document name:
Partner: FEUP
Author: Emilio Jurado

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

Title

Sales and Purchases, and Marketing

IDENTIFICATION

Knowledge area: Sales and Purchases, and Marketing

Module: INTRODUCTION

In this module, we aim to get to know the participants, and monitor their adaptation process and the dynamics within the group. It consists on getting to know ourselves, identifying where we stand and where we want to get.

Didactic Unit: INTRODUCTION

OBJECTIVES:

- To create a group so as to identify common goals.
- To promote that the participants get to know and trust each other, and enhance group cohesion.
- To encourage participants to take an active part in the process that follows.
- To identify their individual roles at the start, group dynamics, personal information that requires previous examination, potential conflict situations and cohesion aspects.
- To promote self-expression, active listening and respect, and, in general, to encourage intercultural communication so as to create a safe environment.
- To boost participation and intercultural interaction.

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		Body	
<p>Resources and supporting tools</p> <ul style="list-style-type: none"> - Laptopl - Projector - Flip chart - Markers - Cardboards <p>Classroom strategy</p> <p>Tables and chairs should be arranged in a way that they form a "U" to make it easier for students and trainers to interact.</p>	<p>Content Index</p> <ul style="list-style-type: none"> - My Identity - Portrait - My Priorities - My Reasons for Self-employment <p>Contents</p> <p>In this module, trainees will find the answers to questions such as "Who am I?", "What are my goals?", "What are my strengths and weaknesses?" The purpose of that is being aware of where we stand and, that way, being able to develop an Action Plan.</p> <p>In order to boost housewives' confidence and conviction about their potential to carry out professional activities, first they need to feel they are able to achieve it. And, actually, they are already performing such activities in household management. Therefore, our first task consists on a preliminary process to convince them of the potential of their household activities to be transferred to a SME context.</p> <p>In order to achieve that, we will go through a set of questions that will help them gain confidence to face the challenge.</p> <p>Apart from training them to perform a professional activity, we will deal with concepts that will make it easier to understand how sales and purchases, and marketing work:</p> <ul style="list-style-type: none"> • Entrepreneurship provides medium- or-long-term results. • One should work up to their own expectations and avoid giving up because of the potential problems business entails. • They need to have confidence in their talent, their capacity and their skills, since they have already tested them through household economy. Staying positive is vital. • One should reflect about feelings, beliefs, values and goals: developing an Action Plan. • Their current knowledge can be easily transferred into a working context. 	<p>Didactic recommendations</p> <p>Activity: My name (Discovering more about the participants' lives and culture through their names. Encouraging them to get to know each other and work towards group cohesion. Boosting creativity.)</p> <p>Activity: In the spotlight. (Reflecting on our identity, our strengths and weaknesses, is the first step towards acknowledging them. "Saying it and writing it" in order to learn more about the rest of the participants).</p> <p>Activity: What is your role? (Participants will identify the knowledge they need to acquire in order to start a SME, as well as the fears that are stopping them from achieving their goals).</p> <p>Infinite possibilities</p> <p>I can do itPuedo Hacerlo <i>Butterfly circus (El Circo De La Mariposa)</i> https://www.youtube.com/watch?v=looUBhyZtOs</p> <p><i>The Pacifist Warrior (El Guerrero Pacífico):</i> https://www.youtube.com/watch?v=qYNysv_s2-I</p>	

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IDENTIFICATION		
Knowledge area: Sales and Purchases, and Marketing		
Module: 1		
Didactic Unit: INTRODUCTION TO SALES		
The objective pursued in this module is learning sales strategies and, once that is done, the connection between sales theories and activities related to household economy.		
OBJECTIVES		
<ul style="list-style-type: none"> • To learn the main sales strategies. • To acknowledge the importance of the seller's role in the selling process. • To identify the skills required for a seller to perform efficiently. 		
Resources and supporting tools	Body	Didactic recommendations
<ul style="list-style-type: none"> - Laptop - Projector - Flip chart - Markers - Cardboards 	Contents In this module, participants will learn about sales and purchases strategies. On a daily basis, we make purchases, sales and negotiating are activities related to household economy. In this module we will try to see the connection between those activities to discover in which ways we can implement our current knowledge into a SME context. Practical examples will be set as a way to identify the different sorts of sellers and buyers that we see in our everyday lives and with whom we negotiate. This way we will identify and implement these selling strategies in order to assimilate the different settings in which we participate. Then we will try to recreate these examples of successful cases depending on the context, since the requirements for a seller working in a self-service shop and a seller whose job requires advising and even negotiating the final price are different. What skills are required to become a good seller or buyer? Some of these skills are: Active listening, verbal and non-verbal communication – since, sometimes, we tend to focus on verbal	Activity: Enhance the positive aspects (This activity aims to break the restrictions students have set for themselves, since they can only see themselves the way they actually are by doing so. It also strives for improving the perception they have of themselves by discussing the matter in the group and highlighting their personal skills.) Activity: Nasa (We will work on
Classroom		

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<p>strategy</p> <p>Tables and chairs should be arranged in a way that they form a “U” to make it easier for students and trainers to interact.</p>	<p>communication and forget that non-verbal communication is as important when transmitting or decoding information.</p> <p>Assertiveness – the balance between aggressiveness and complaisance.</p> <p>Empathy – imagining how it would be to take the other person's place.</p> <p>Communication – transmitting information efficiently, so the other person understands our message the way it is intended to, explaining the different kinds of communication that can be implemented (speaking, writing, body language, etc.).</p> <p>Conflict resolution and problem-solving – finding creative and constructive ways to solve problems in situations related to the negotiation, selling and purchasing processes.</p> <p>Proactivity – trying to foresee potential situations in our professional activities.</p> <p>Creativity – thinking in a creative and innovative way.</p> <p>Time and stress management – prioritizing the important and urgent matters by means of efficient planning in order to avoid anxiety.</p> <p>Self-knowledge – being aware of our strengths and weaknesses in order to get new opportunities and avoid threats.</p> <p>Selling implies an exchange of products or services for money. In this process there is a seller and a customer, and the former tries to address the needs of the latter while also trying to achieve his/her own goals as seller. The interaction between seller and customer in any selling process can be structured and organized in order to distinguish the different stages comprised in it.</p> <p>Experts on the matter point out several theories regarding the selling process:</p> <ul style="list-style-type: none"> • Formalist theory: The selling process is structured in 4 different stages comprised in the acronym A.I.D.A.: Attention, Interest, Desires, Action. • Stimulus-response Theory: This theory tries to establish a selling argument (stimulus) that is appropriate for a specific target group of customers. This theory is flawed because there is no room for generalization. Actually, everybody is different and, therefore, a person doesn't have to fit other people's standards. Even the same person facing different situations would show different behaviours. • Needs-satisfaction Theory: it considers the customer to be an active individual, so the seller's goal is to identify and address appropriately the customer's current and future needs. <p>Module Structure D.U. 1: Sales Theories</p>	<p>organization, cogitation, creativity, foreseeing consequences, thinking, empathy, logic, being selective, memory, etc.).</p> <p>Activity: Our Target (The goal in this activity is, on the one hand, identifying different kinds of customers and, on the other hand, setting and developing our ideas regarding potential start-ups to approach entrepreneurship.)</p> <p>Carrying out activities outside the classroom, since it adds a lot to the information comprised in the workshop. These activities have multiple purposes: they enhance harmony in different contexts, boost group cohesion, offer the possibility to put to practice the knowledge acquired in real-life situations, etc. They also generate practical knowledge, which is especially useful and enriching.</p> <p>Inviting experts in the sales field to the classroom to discuss some topics. It can also be useful for the participants to</p>
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	<p>Introduction Sales Theories D.U. 2: The Seller What is a seller? Types of sellers •Other classifications regarding types of sellers. •How to identify them. D.U. 3: The Seller's Duties The Seller's Duties The Seller's Role D.U. 4: Features of a Good Seller The Seller's Knowledge. •Persuasive skills. •The Nine Commandments of the Seller. •How to be successful in sales.</p>	<p>broaden their views. In this case, it is advisable that the trainer takes part in those sessions as well, in order to avoid a great shift in the dynamics and ensure that harmony is safeguarded.</p> <p>Teaching Materials: POWER POINT.</p> <p>SELF-EVALUATION AND PRACTICAL EXCERSICE</p> <p>References: 1) Sell or Be Sold de Grant Cardone. 2) The Little Red Book of Selling de Jeffrey Gitomer. 3) How to Master the Art of Selling de Tom Hopkins. 4) Vivir sin jefe. Sergio Fernández</p> <p>Webs: http://www.puromarketing.com/ https://www.promonegocios.net/ http://www.mujeresdeempresacom http://www.emprendedores.e</p>
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<http://www.pensamientopositivo.org/category/programas-de-radio-emprendedores/>

IDENTIFICATION

Knowledge Area: Sales and Purchases, and Marketing

Module: 2

Didactic Unit: CUSTOMER SERVICE

In this module, the participants will develop a strategic plan regarding Customer Service. That way, they will identify the customer's complaints, needs and expectations, the aspects that have a direct impact on the customers' satisfaction and meet customers' expectations with the purpose of ensuring their loyalty and increasing their number.

OBJETIVES

To learn what Customer Service is about.

To learn how crucial customer service is when it comes to boost sales.

To discover the different ways in which customers' satisfaction can be obtained.

		Body		
Resources and supporting tools		Contents	Didactic recommendations	
<ul style="list-style-type: none"> ▪ Laptop 		<p>In this module we will analyse the aspects that have some sort of impact on Customer Service.</p> <p>Knowing our strengths and weaknesses – knowing which aspects can be improved and what the</p>	<p>Activity: Customer Role-Play. The purpose of this activity is setting a role-play so as to perform customer</p>	

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<ul style="list-style-type: none"> - Projector - Flip chart - Markers - Cardboards <p>Classroom strategy Tables and chairs should be arranged in a way that they form a "U" to make it easier for students and trainers to interact.</p>	<p>direction we want to take is are highly important matters when it comes to Customer Service. The following are some of the factors we should consider in order to be successful when facing entrepreneurship in a SME context.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Good knowledge on the market. <input type="checkbox"/> Having a quick response due to local production systems. <input type="checkbox"/> Having a strong Brand in the market. <input type="checkbox"/> Efficient management of satisfied customers. <input type="checkbox"/> Qualified staff. <input type="checkbox"/> Selling points at strategic places. <input type="checkbox"/> Friendly interactions. <input type="checkbox"/> Customized service. <p>Each purchase or sale we made regarding our household economy gives us a sense of satisfaction or disappointment depending on whether our preliminary expectations have been met. The most common reasons for that satisfaction or disappointment to occur are: The quality of the product, in case it is not what we were expecting it to be. The seller's behaviour: we will go back to that establishment depending on whether the service was conducted in a friendly and respectful way. The balance between quality and price, since the quality of the product or services should always be proportional to its price. Failure to comply with the warrant, since complying with the terms agreed during the selling process is as important as the purchase itself. Access to the purchase – having different alternative procedures to buy something is key to make the purchasing process easier (internet, social media, etc.) Post-sale service, since selling starts once the product has be bought and that is a vital aspect to get customers' trust in our products or services once they have tested the quality of them. The way complaints are managed: there is no better way to get the customer's trust and handling complaints in an efficient way. There's also no easier way to lose a customer than not being able to manage their complaints and find a solution to them.</p> <p>Module structure. D.U. 1: CUSTOMER SERVICE</p>	<p>service-related situations. <u>Activity: What does my customer think and feel?.</u> (This activity will allow the participants to practice identifying different types of customers and also to test their "Active Listening" skills in order to address customers' needs.) Activity: <u>The mysterious customer.</u> This exercise will test the participants' skills regarding Empathy and Assertiveness.</p> <p><u>Self-evaluation and practical exercise:</u></p> <p>Video: "Vivir sin jefe" Talk by Sergio Fernandez. <u>https://www.youtube.com/watch?v=c8u5s4GR1cE</u> Como perder un cliente en 6 pasos (how to lose your customer in 6 steps): <u>https://www.youtube.com/watch?v=MM5W1aXYFwI</u></p> <p>Customer Service: <u>https://www.youtube.com/watch?v=l8eCbu0Vxpo&t=7s</u></p> <p>Objections: <u>https://www.youtube.com/watch?v=6bZ10DbZNaw</u></p> <p>Teaching Materials:</p>
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	<p>Customer satisfaction Monitoring strategies Post-sale service D.U. 2: CUSTOMER SUPPORT Customer support Information and assistance for the customer Complaint Management Technical support Commercial support Administrative support D.U. 3: HOW TO ACHIEVE CUSTOMER SATISFACTION *Managing doubts and objections. General procedures to manage objections. Specific techniques to manage objections. Why do objections occur? Complaints Dealing with complaints Enhancing customer loyalty Tools for customer loyalty. Aspects regarding customer loyalty. Customer loyalty strategies in small businesses.</p>	<p>Power Point References: Cómo medir la satisfacción del cliente. Hayes, Bob E. Clientes enamorados. Sobrepasando las expectativas de los clientes. Keiningham, Timothy; Vavra, Terry Webs: http://www.puromarketing.com/ https://www.promonegocios.net/ http://www.mujeresdeempresa.com http://www.emprendedores.es http://www.pensamientopositivo.org/</p>
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IDENTIFICATION

Knowledge Area: Sales and Purchases, and Marketing

Module: 3

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Didactic Unit: SELLING STRATEGIES

In the module, participants will learn what the existing selling strategies that may help them to be successful in their future companies are.

OBJECTIVES

To learn different types of sales.

To acknowledge the fact that selling is not an isolated process, but a process that involves a set of steps, and both pre- and post- management.

Body		
<p>Resources and supporting tools</p> <ul style="list-style-type: none"> - Laptop - Projector - Flip chart - Markers - Cardboards <p>Classroom strategy</p> <p>Tables and chairs should be arranged in a way that they form a "U" to make</p>	<p>Contents</p> <p>Participants will be able to develop trade relations, as well as a critical view regarding the different stages present in the selling process.</p> <p>In some cases, you might have bought something that you hadn't considered buying in the first place. In other cases, you might have been determined to purchase a product or request a service but, because of the way the selling process was conducted, you didn't.</p> <p>Because of this reason we can make a distinction between determined, potential and assumed customers; why is there such distinction?</p> <p>The key aspects involving decision-making and closing the deal can depend on different factors. Some of them are:</p> <p>Establishing contact and introducing oneself – there is just one opportunity to make a first impression. The way we greet our customers, introduce ourselves and carry ourselves will have a great impact on the selling process and its results.</p> <p>Research – it is important to figure out what customers' needs are and what they want. We can do this by asking some questions that will allow us to detect their needs and the potential for them to become our customers.</p> <p>Reasoning – one of the main aspects within the selling process. Our words, body language and selling structure shall convince our customers that they need what we offer and that it will meet their expectations.</p> <p>Evidence– our words are not enough, we need to point out who has tested it already, how many people, the reviews the product has, etc.</p> <p>Objections – our arguments may not be accepted by the customer at first. That is an opportunity to start</p>	<p>Didactic recommendations</p> <p>Activity: role-play regarding objections Participants will practice selling strategies by representing them in short plays.</p> <p>Activity: unsuccessful sale. This activity will contribute to raise awareness regarding the personal reaction that might be generated when the seller can't catch the customer's attention. Explora la capacidad asertiva personal ante la frustración.</p> <p>Activity: vehicle to the moon. This activity consists in analysing the importance of designing products and services bearing in mind customers' NEEDS.</p> <p>Videos. Efecto Fosbury (Fosbury effect): https://www.youtube.com/watch?v=i</p>

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<p>it easier for students and trainers to interact.</p>	<p>working on solving the objections, doubts or questions that may arise, since they might not know our products or services and what they offer. This is a crucial moment and we need to reinforce our arguments on how that purchase will benefit them.</p> <p>Strategies to close the deal – in order to close the deal, we need to know which strategies can be used depending on our customer. There are many different options and we shouldn't use the same strategies in all cases.</p> <p>Farewell – whether the sale has been carried out, we must be polite and friendly; since there is a chance the customer will recommend our products or services to other people within their social circles.</p> <p>Module structure: D.U. 1: TYPES OF SALES D.U. 2: COMMERCIAL DEVELOPMENT Current Customers Assumed Customers Commercial Development regarding Current Customers Commercial Development regarding Assumed Customers Commercial Development regarding the Market D.U. 3: SALES INTERVIEW. ACTION PLAN Contact and introducing oneself Research Reasoning Evidence Objections Methods to close the deal Strategies to close the deal Farewell D.U. 4: OTHER TYPES OF SALES</p>	<p>cXyBJT7wow El cliente 2033 (Customers in 2033): https://www.youtube.com/watch?v=9HcpJ1SbO2w</p> <p>Cierre ventas (Closing the deal): https://www.youtube.com/watch?v=1e6doVDvM7U</p> <p>Teaching materials: Power Point</p> <p>Self-evaluation and practical exercise:</p> <p>References:</p> <ol style="list-style-type: none"> 1) 365 trucos para vender más. Anne Miller. Gestión 2000. 2) Be your own sales manager. Alessandra, J. Cathcart y J. Monoky. Simon & Schuster. 3) Estrategias eficaces de ventas. Brian Tracy. Paidós empresa. <p>Webs: http://www.puomarketing.com/ https://www.promonegocios.net/ http://www.muieresdeempresa.com http://www.emprendedores.es</p>
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IDENTIFICATION Knowledge area: Sales and Purchases, and Marketing Module: 4 Didactic Unit: GENERAL ASPECTS IN MARKETING: THE SUPPLIER'S CATALOGUE AND CUSTOMER'S SATISFACTION NONCEPTOS GENERALES DE MARKETING. In this module participants will acquire a broader understanding regarding the purchasing process, interest in different types of people and their motivations, and they will also learn the importance market segmentation . OBJECTIVES To get familiar with the different aspects involved in the purchase process and Marketing principles. To learn what market segmentation is about. To learn the importance of motivation in the selling process.		
Resources and supporting tools <ul style="list-style-type: none"> - Laptop - Projector - Flip chart - Markers - Cardboards 	Body Contents In this module, participants will learn to distinguish different types of people and the motivation consumers might have and depending on their needs and personalities. Decisions are often made based on our emotions, and then we try to convince ourselves in a rational way that the needs we have generated for ourselves are legit. Therefore, we will analyse the reasons behind our decisions regarding sales and purchases. Marketing deals with those issues, since it actually consists in studying the market and the constraints leading to the purchasing or selling of products. If customers are divided in groups, it is clear that it is not the same to deal with those that follow the trends at a low price due to their youth and lack of money, or loyal customers that have chosen us before and usually look for customized warranties and service, or those just buying impulsively due to trends and innovation, etc. For instance, if we take two factors, such as customer satisfaction and customers identifying with the products and services we offer,	Didactic recommendations Activity: Action Plan . Participants will develop an Action Plan for their business project. The project starts becoming real from the moment it is written on paper.. Videos: En búsqueda de la Felicidad: Motivación https://www.youtube.com/watch?v=K8h0C7vOqWw w Motivación: https://www.youtube.com/watch?v=RSUykLfEmVE https://www.youtube.com/watch?v=O5se30O9wv4

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<p>Classroom strategy</p> <p>Tables and chairs should be arranged in a way that they form a "U" to make it easier for students and trainers to interact.</p>	<p>customers can be classified in apostles (highest degree of satisfaction and identification), mercenaries (that will choose our competitors in case they set lower prices, no matter warranties or quality), hostages (those that will stay loyal even if they don't want to, as it is the relationship between banks and people with unpaid mortgages) and, lastly, terrorists (they will criticise our business once they have already bought our products and services). Therefore, it is very important to be thorough when choosing and selecting our target customers.</p> <p>Furthermore, we will try to figure out the reasons why we choose one company over another one. It is not just about the quality of the product (that is taken for granted), it is about the service, support and closeness provided by the seller, as well as the quality of the interaction. We need to keep these aspects in mind when carrying out any commercial activity. This implies that a brand needs to be created, both at a personal level (we should be aware of its importance and enhance it, and at a business level in the sense that we should always aspire for excellence. The service provided after the transaction has been made is as important. Therefore, there are many factors, -internal and external- that have an impact on the purchasing process. These factors will also be analysed. Nowadays, we should implement new technologies in order to have access to the maximum amount of information related to our consumers, both at a professional and personal level. We need to identify their taste at both levels in order to address their needs. We will finish the content for this module by talking about marketing principles and their evolution through history.</p> <p>Module structure</p> <p>D.U. 1: DECISION MAKING PROCESS IN PURCHASES</p> <p>Identifying the problem</p> <ul style="list-style-type: none"> •Types of decisions. •Key factors to identify them <p>Collecting information</p> <ul style="list-style-type: none"> •Research costs <p>Choosing the selling point</p> <p>Creating the brand</p>	<p>https://www.youtube.com/watch?v=rPG8De9D8Ns</p> <p>Reading materials:</p> <p>Clasificación de Proveedores Ley de Pareto.</p> <p>Teaching Materials:</p> <p>Power Point</p> <p>Self-evaluation and Practical Exercise</p> <p>References</p> <p>"Búsqueda, selección y evaluación de proveedores". McGraw Hill.</p> <p>"La vaca púrpura" (Seth Godin)</p> <p>"Buyology: Verdades y mentiras de por qué compramos" (Martin Lindstrom).</p> <p>Webs:</p> <p>http://www.juanmerodio.com/</p> <p>http://www.aulacm.com/</p> <p>http://luismvillanueva.com/</p> <p>http://www.40defiebre.com/</p> <p>http://marketingandweb.es/</p>
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	<p>Post-sale evaluation D.U. 2: INFLUENCES IN THE PURCHASING PROCESS •Factors influencing the purchasing process. •External factors: demographic, economic, environmental, technological, political, cultural. •Internal factors: motivation, perception, learning, beliefs, behaviour. D.U. 3: MARKET SEGMENTATION D.U. 4: HUMAN TYPOLOGY •Preliminary personal information about the customers. • Customer typology. D.U. 5: CONSUMERS' PSYCHOLOGICAL MOTIVATION D.U. 6: GENERAL MARKETING CONCEPTS. Origin – Stages in the evolution of the Marketing concept – Definitions of Marketing – Marketing Principles – Management Philosophy – Marketing as an activity</p>	
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IDENTIFICATION

Knowledge Area: Sales and Purchases, and Marketing

Module: 5

Didactic Unit: COMMERCIAL COMMUNICATION

There is a significant aspect within a SME context, commercial communication – which is different from social communication. This module will help participants to acquire psychological resources closely related to the selling/purchasing process.

OBJETIVES

To learn the importance of commercial protocol in sales.

To acquire the necessary skills for a successful negotiation process.

To take emotions into account in order to understand customers' needs.

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Body		
<p>Resources and supporting tools</p> <ul style="list-style-type: none"> - Laptop - Projector - Flip chart - Markers - Cardboards <p>Classroom strategy</p> <p>Tables and chairs should be arranged in a way that they form a "U" to make it easier for students and trainers to interact.</p>	<p>Contents</p> <p>By the end of this module, housewives will have acquired an open and understanding perspective of the negotiation process.</p> <p>Whether we like it, people negotiate all the time, so we are negotiators as well.</p> <p>For the negotiation process to be efficient, both a good negotiator and a good negotiation strategy are required.</p> <p>However, there are 2 ways of negotiating: the one in which we just care about our own interests and the one in which we are striving for a win/win situation as a result.</p> <p>There should always be some preliminary steps before the negotiation process takes place:</p> <p>Know your opponent. Find out who the person you have to deal with is and what sort of negotiator that person is.</p> <p>Choose the best strategy, since each negotiation requires a different strategy. The strategies and arguments required will be selected taking into account the information we have about the other party, the power relationship between us and the goals and objectives we have. If we are facing a disadvantageous situation, for instance, we will need to use a negotiation strategy based on a mild and cooperative attitude.</p> <p>Find out what your strengths and weaknesses are. Analyse which aspects give you the upper hand in the situation. In order to achieve that, you may reflect on questions such as: what are my needs and my opponent's needs?; who set the meeting?; who needs this deal more?; how much time do we have?; to whom is our future relationship more important?, etc. These questions will be crucial in order to know how to play your cards so as to win the game.</p> <p>Go over all the possibilities. You should try to make the negotiation process as creative as possible always keeping in mind the different alternatives and factors that can have an impact on it and might contribute to your final purpose.</p> <p>Compromise. Your strategy should also reflect which points you are willing to compromise. You should make these decisions considering the cost they entail for you, but also how valuable that compromise might be for the other party.</p> <p>Preparation. If you feel insecure about it, practice your arguments with a colleague. Rehearsing will help you recognize your weaknesses and then you will be able to look for alternatives to overcome potential difficulties.</p> <p>There are mature ways of negotiation: negotiation as an exchange of goods and services and</p>	<p>Didactic Recommendations</p> <p><u>Activity: The Shipwreck.</u></p> <p>Aimed to practice active listening, empathy, assertiveness and consensus within the group.</p> <p>Videos:</p> <p>Negociación (Negotiation): <u>https://www.youtube.com/watch?v=Z1dRPt_4rZs</u></p> <p>Call Center: <u>https://www.youtube.com/watch?v=dp_tMdJHpF8</u></p> <p>Teaching Materials</p> <p><u>POWER POINT</u></p> <p><u>Self-evaluation and Practical exercise</u></p> <p>References</p> <ol style="list-style-type: none"> 1) El lobo de Wall Street 2) Supere el No. William Ury 3) The Zappos Experience. Joseph A). Michelli 4) Gestión de la Comunicación Empresarial. Antonio S. Lacasa <p>Webs:</p> <p><u>http://comunicacionencambio.com/escucha-activa/</u></p>

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	<p>negotiation as an entertaining activity. Negotiation is not just the exchange of offers between the parties. Negotiating is not bargaining. Negotiating is a volatile process in which competitive and cooperative aspects are combined. Is it possible to always win? Closing the deal generates some tension, since both parties wonder whether they managed to make the other one compromise as much as they could. At the same time, there is some fear to continue negotiating in case you end up compromising even more. However, we need to stay calm and avoid resorting to foul play. The final agreement will settle the nature of the parties' future relationship. These are the outcomes depending on the way the negotiation process ends:</p> <ul style="list-style-type: none"> • I win, the other party loses. This situation is based on submission. This type of agreement causes the other party to be dissatisfied, which usually leads to conflicts in the future. • I lose, the other party wins. In case this isn't a submissive situation, this sort of agreements is based on short-term loss in order to obtain some profit in the future. If such is the case, it should not be considered a loss. • I lose-the other party loses. This is the usual outcome when none of the parties have listened to each other and they haven't been willing to compromise at all: negotiation is not possible. • I win-the other party wins. The agreement is reached on the basis of communication and common interests. A good relationship in the future is a sure thing. <p>DECISIVE FACTORS IN THE NEGOTIATION PROCESS</p> <ul style="list-style-type: none"> • Time • Predisposition (attitude) • Knowledge regarding the other party • The interview (event) • Type of establishment (segmentation) • Selling potential • Aspects we should mention • Your relationship with your competitors • Professionalism (experience) • Financial resources <p>We will discuss communication as part of this module too, since it is "an exchange of ideas, messages and information between the negotiating parties by using words, feelings, signs or any other</p>	<p>http://www.mujeresdeempresa.com/8-habilidades-esenciales-de-comunicacion/</p>
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	<p>communicative tool".</p> <p>Effective communication is balanced when it works both ways.</p> <p>The first measure to be taken during the negotiation process is tending to communication quality.</p> <p>That implies:</p> <ul style="list-style-type: none"> • Effectiveness: there's a clear and concise understanding regarding the messages, • Efficiency: that understanding must occur in the right amount of time. <p>Effective, efficient communication must work both ways and be balanced. Each party must listen actively to the other party and explain his/her interests and impressions.</p> <p>Problem-solving methods in negotiation:</p> <ul style="list-style-type: none"> · Being persuasive · Listening · Talking about oneself, not about the other party <p>The last factor to take into account is that the meaning of a statement is given by the hearer, not by the speaker. What does this mean? It means that I need to be as precise as possible in my interventions, so the other person can decode the message I am trying to transmit. Therefore, in order to communicate better, we need to practice two main skills, active listening when we are acting as hearers and assertive communication when we are acting as speakers.</p> <p>Active listening comprises some fundamental principles of human interactions:</p> <ul style="list-style-type: none"> • The person I am interacting with has a valid perspective of reality, even if it is different from mine. It is not better nor it is worse, it is just different. • Listening to that person will help me "walk in his/her shoes"; that is, seeing reality from that person's point of view. • In the event the person I'm interacting with is angry, it means that person has enough reasons to consider his/her needs have been neglected. Those reasons are completely valid for that person, even if they are not so for me. Listening to those reasons will help me identify that person's needs. • We all like things to be reciprocal: same way I want to be listened, I want to listen to other people too. • Paying attention to non-verbal communication is as important, since it will allow us to understand our customers' possible reactions and behaviour – not because of what they say, but because of what their body language transmits while they listen to us. If someone has his/her arms crossed, it means that person is not willing to negotiate with us. <p>Therefore, active listening is basically an act of empathy to our listener.</p>	
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	<p>Module structure</p> <p>D.U. 1: ASPECTS OF APPLIED COMMERCIAL COMMUNICATION Strategies to enhance communication Communication within the company</p> <p>D.U. 2: SOCIAL SKILLS AND COMMERCIAL PROTOCOL Rules to speak in public Rules to speak on the phone Written communication Business letter Classification of business letters</p> <p>D. U. 3: NEGOTIATION STRATEGIES AND THE NEGOTIATION PROCESS The importance of negotiating</p> <ul style="list-style-type: none"> • Needs, hopes and perspectives in negotiation. <p>Fundamental principles of the negotiating process.</p> <ul style="list-style-type: none"> • How can negotiation be beneficial for all the parties involved? <p>A good negotiator's behaviour. Negotiation strategies and methods. Stages in the negotiation process.</p> <p>D.U. 4: CALL CENTERS D.U. 5: CUSTOMER SERVICE IN THE 21ST CENTURY</p>	
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IDENTIFICATION

Knowledge area: Sales and Purchases, and Marketing

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<p>Module: 6</p> <p>Didactic Unit: A BRAND IS AN EMOTION</p> <p>Emotions are the engine governing people. In this module, we will learn how to identify emotions: how many emotions can we distinguish? Why are they useful?</p> <p>OBJECTIVES To interpret verbal and non-verbal communication, and answering accordingly so as to show that the message was properly understood. To raise awareness about the importance of active listening and assertiveness in the selling process. To distinguish emotions in order to classify our clients and manage those emotions adequately.</p>		
<p>Resources and supporting tools</p> <ul style="list-style-type: none"> - Laptop - Projector - Flip chart - Markers - Cardboards <p>Classroom strategy</p> <p>Tables and chairs should be arranged in a way that they form a "U" to make</p>	<p>Cuerpo</p> <p>Contents. Salovey and Mayer define emotional intelligence as the one including the ability to perceive, value and express emotions accurately; being able to use and generate feelings when they enhance thinking; understanding of emotions and knowledge about them; the ability to manage emotions in a way that they contribute to emotional and intellectual development. "80% of the aspects influencing the selling process are based on emotions and 20% are rational. We tend to be rational in order to justify the actions that have been derived from emotions. If that is the case, some questions arise. How many emotions come into play in the selling process? How do we use them? Do we use them at all? Emotions, the way we express them and transmit them, should actually be the core of the selling process, since they will determine whether we succeed.</p> <p>We need to bear in mind that without emotions there is no negotiation/sale in the selling process, and we need to practice. We should be able to express our emotions even through writing. It is true that there are some special circumstances and professional areas that are naturally more technical. However, keeping that in mind, let's try and move our customers!</p> <p>In many cases, we explain the features of our products with apathy, in an emotionless, cold way,</p>	<p>Didactic recommendations</p> <p>Activity: what do I get out of this? Talking about their strengths and weaknesses after the training Activity: Emotions. Being able to distinguish our own feelings in order to understand our customers' feelings and manage their emotions.</p> <p>Teaching Materials: Power Point</p> <p>Self-evaluation and practical exercise:</p> <p>Videos: https://www.youtube.com/watch?v=vlDx</p>

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<p>it easier for students and trainers to interact.</p>	<p>slowly and quietly, which generates a greater distance between the seller and the customer.</p> <p>These sellers are known as "sepia sellers", because they just recite the information they have learnt by heart about the product, as if they were old music tapes: they play the tape, roll the tape and start all over again. If we don't provide our customers with a special service, we are implicitly expressing that we don't want them, and, that way, chances to fail are really high.</p> <p>Steps to follow:</p> <ul style="list-style-type: none"> • Make a list of including all the features of your product or service. • Select an emotion to be associated to each feature. • Rehearse, first on your own and then in front of someone you trust. • Internalize the emotions you want to transmit on the bases of your rehearsals. • Play with that emotion, make it yours. You need to move your customers. <p>Module structure:</p> <ul style="list-style-type: none"> •D.U 1: VERBAL COMMUNICATION <p>Introduction</p> <ul style="list-style-type: none"> •Common mistakes made by the speaker •Common mistakes made by the hearer <p>Communication rules</p> <p>Communication principles</p> <p>Communication process</p> <p>Messages that make communication easier</p> <p>Communication difficulties</p> <p>Feedback</p> <p>Noise and communication problems</p> <p>How to overcome communication difficulties</p> <p>Verbal communication in sales</p> <p>Cómo llevar a cabo la expresión oral en la venta</p> <p>20 tips for verbal communication</p> <p>D.U.2: WRITING IN SALES</p> <p>20 tips for written communication</p> <p>D. U. 3: LISTENING IN SALES</p>	<p>ms2-nRM https://www.youtube.com/watch?v=FFrag8lI85w</p> <p>https://www.youtube.com/watch?v=qDYUPVoU2Fw</p> <p>References:</p> <ol style="list-style-type: none"> 1) Inteligencia Emocional (Daniel Goleman) 2) 50 actividades para desarrollar la Inteligencia Emocional (Adele B. Lynn) 3) 7 hábitos de la gente altamente efectiva (Stephen R. Covey) 4) Feelings. Inteligencia emocional aplicada a la venta (Raquel Davó Añón y Miguel Ángel Díaz Escoto) <p>Webs:</p> <p>http://monografica.es/marketing-emocional/</p> <p>http://marketips.es/emociones-que-marcan/</p> <p>https://lamenteesmaravillosa.com/marketing-emocional-comprando-emociones/</p> <p>http://www.puromarketing.com/13/24349/cuando-realmente-emocion-marca-decisiones-consumo.html</p>
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	<p>How to improve listening skills Types of questions D.U.4: NON-VERBAL COMMUNICATION Transmitting signs, generating impressions Main non-verbal factors in communication Posture Movement Body language What does our behaviour transmit? Tips for non-verbal communication D. U. 5: ASSERTIVENESS Assertive methods Types of people Assertive strategies D.U.6. EMOTIONS How many emotions can we distinguish? Why are they useful to us? Identifying customers' emotions</p>	
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