

LISA - LEARNING FOR INSIDE SALES AGENT

PROJECT CODE: 2023-1-IT02-KA220-HED-00161150

KA220-HED - Cooperation partnerships in higher education

PROJECT OBJECTIVE

LISA wants to train a new generation of 'work-ready' university students for the world of sales professions, which is currently experiencing a 'talent crisis': the most in-demand professional figures in the world of work (see LinkedIn emerging jobs (2023)) are the new sales staff figures such as inside sales, but universities have few career paths for these figures and the students themselves do not fully grasp the career opportunities.

APPLICANT ORGANIZATION

Università Politecnica delle Marche
(ANCONA - Italy)

PARTNER ORGANIZATIONS

- TAMPEREEN
AMMATTIKORKEAKOULU
(TAMPERE - Finland)
- UNIWERSYTET EKONOMICZNY
W POZNANIU (POZNAN - Poland)
- AALBORG UNIVERSITE
(AALBORG - Denmark)
- FH OO STUDIENBETRIEBS GMBH
(WELS - Austria)

REFERENCE CONTACTS

SILVIO CARDINALI: s.cardinali@univpm.it

LISA WEBSITE: www.lisa.saleseducation.eu

PROJECT ACTIVITIES

Desk and field research activities will be carried out to define the profile of the competences and skills.

Building a training pathway for universities with 5 ECTS that can bridge the gap currently present in universities.

Develop training content for European universities with the dual purpose of stimulating the adoption of majors and minors in sales and supporting the better job placement of graduates.

Test the training contents.

PROJECT RESULTS

The objective of LISA is to respond to the training needs of companies but also to support the new training needs of universities through:

- A training course for universities with 5 ECTS
- creating employment opportunities for recent graduates
- enhancing university education programmes to meet the needs of these new professions
- motivating female students to enter the career path of inside sales
- provide refresher training for salespeople