Projects and Products Portal for Leonardo da Vinci

TRANsfer Selling and Marketing Innovation Training

2009-1-FR1-LEO05-07336

http://www.adam-europe.eu/adam/project/view.htm?prj=7691

Projektinformationen

Titel:	TRANsfer Selling and Marketing Innovation Training
Projektnummer:	2009-1-FR1-LEO05-07336
Jahr:	2009
Projekttyp:	Innovationstransfer
Status:	bewilligt
Land:	FR-Frankreich
Marketing Text:	Most of the high-tech SMEs feature an organization where marketing and sales positions are held by engineering or scientific profiles. This often translates by a lack of marketing vision for technologies, which is a key issue regarding SMEs' growth. In order to face this challenge, a training programme has been developed, aiming at providing marketing and sales competences to these managers. The TRANSMIT project is seen as a natural extension for a training programme previously developed by the EUBBSI project. This programme was ranked by FT as 58th best Top Executive Education Program worldwide.
Zusammenfassung:	In order to strenghen the European Competitiveness, several organisations have been set up to support innovation and industrial cooperation: clusters, pôles de compétitivité, technopôles, innovation parks, etc. Mission of these organizations is to provide training and consulting services to their members, in particular to high-tech SMEs. The goal of TRANSMIT project is to transfer a training program towards these European clusters (starting with a sample of five clusters). Developed and commercialized under a previous Leonardo European project; the training is conceived to address sales and marketing lack of competences in high-tech SMEs. In order to ensure a successful transfer, each cluster is paired with a local training institution such as University or vocational training agency. The strategy is to build up cluster-university partnerships able to integrate, improve and diffuse the program in their region. In each partner country, the "training partner" will be providing human and pedagogical resources so as to acquire and deliver the program. whereas the "cluster partner" will be testing and deploying the training actions in the high-tech SMEs. In the short term, the project should have an impact on about 3000 European SMEs.
Beschreibung:	This training programme addresses managers and executives facing marketing and sales issues for their high-tech solutions, in a Business to Business sales environment. This type of sales is characterized by : •Market niches, with the necessity to insert the offer in complex value chains •Long sales cycle •Multi-members and complex purchasing groups •Strong customer needs and problem solving orientation •Sale of "complex solutions", combining a mix of products and services, customized by several internal or external contributors •The necessity to demonstrate the value and the benefits generated by the offer, instead of focusing on the technical characteristics of the offer
Themen:	*** Lebenslanges Lernen *** Unternehmen, KMU ** Weiterbildung
Sektoren:	*** Erziehung und Unterricht ** Erbringung von Freiberuflichen, Wissenschaftlichen und Technischen Dienstleistungen
Produkt Typen:	Module Fernlehre Programme/Curricula Lehrmaterial

Projektinformationen

Produktinformation:

- A common « competence frame of reference» and « competence diagnostic tool », available in four 4 languages (French, English,, Italian, German).

- An on-line learning platform, accessible and operating in five Countries, monitored by a local e-learning administrator.

- Collective seminars delivered by local trainers.

- A coaching approach delivered by local coaches.

- A certification process for trainers and coaches certificate, a quality chart, an audit procedure, a scientific committee.

- A minimum of 10 trainees by country, having been trained in the pilot session.

- Some public funding opportunities identified in each Country, so as to support the training costs.

- Some promotion tools, adapted and translated in five Countries.

Projektwebseite: http://www.transmit-eu.com/

Vertragnehmer

Name:	CHAMBRE DE COMMERCE ET D'INDUSTRIE DE GRENOBLE/GRENOBLE ECOLE DE MANAGEMENT
Stadt:	GRENOBLE
Land/Region:	Rhône-Alpes
Land:	FR-Frankreich
Organisationstyp:	Weiterbildungseinrichtung
Homepage:	http://www.grenoble-em.com

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Koordinator

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Stadt:	GRENOBLE
Land/Region:	Rhône-Alpes
Land:	FR-Frankreich
Organisationstyp:	Weiterbildungseinrichtung
Homepage:	http://www.grenoble-em.com

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Partner

Partner 1

Name: CENTRAL HUNGARIAN INNOVATION CENTRE
Stadt: Budapest
Land/Region: Közép-Magyarország
Land: HU-Ungarn
Organisationstyp: andere
Homepage: http://www.chic.hu

Partner 2

Name: CENTRAL EUROPEAN UNIVERSITY BUSINESS SCHOOL
Stadt: Budapest
Land/Region: Észak-Magyarország
Land: HU-Ungarn
Organisationstyp: andere
Homepage: http://www.ceubusiness.org

Partner 3

Name: EXEMPLAS HOLDINGS LIMITED
Stadt: Hatfield
Land/Region: Bedfordshire and Hertfordshire
Land: UK-Vereinigtes Königreich
Organisationstyp: andere
Homepage: http://www.exemplas.com

Partner 4

Name: SAVOIE TECHNOLAC SYPARTEC
Stadt: Le Bourget du Lac
Land/Region: Rhône-Alpes
Land: FR-Frankreich
Organisationstyp: andere
Homepage: http://www.savoie-technolac.com

Partner

Partner 5

Name: POLE MECATECH, asbl
Stadt: Namur
Land/Region: Namur
Land: BE-Belgien
Organisationstyp: andere
Homepage: http://www.polemecatech.be

Partner 6

Name: HEC - ECOLE DE GESTION DE L'UNIVERSITE DE LIEGE, asbl
Stadt: Liège
Land/Region: Liege
Land: BE-Belgien
Organisationstyp: andere
Homepage: http://www.ulg.ac.be

Partner 7

Name: FONDAZIONE TORINO WIRELESS
Stadt: Turin
Land/Region: Piemonte
Land: IT-Italien
Organisationstyp: andere
Homepage: http://www.torinowireless.it

Partner 8

Name: CONSORZIO PER LO SVILUPPO DELL'ELETTRONICA E DELL'AUTOMAZIONE, S.c.p.A.
Stadt: Turin
Land/Region: Piemonte
Land: IT-Italien
Organisationstyp: andere
Homepage: http://www.csea.it

Projektdateien

Article TRANSMIT.pdf

http://www.adam-europe.eu/prj/7691/prj/Article%20TRANSMIT.pdf

Collect of promotional tools _D8-1_.pdf

http://www.adam-europe.eu/prj/7691/prj/Collect%20of%20promotional%20tools%20_D8-1_.pdf

Flyer formation.pdf

http://www.adam-europe.eu/prj/7691/prj/Flyer%20formation.pdf

Plaquette TRANSMIT_3.pdf

http://www.adam-europe.eu/prj/7691/prj/Plaquette%20TRANSMIT_3.pdf

Plaquette TRANSMIT_eng.pdf

http://www.adam-europe.eu/prj/7691/prj/Plaquette%20TRANSMIT_eng.pdf

Report on organisation of workshops, conferences, events, articles _D9-2_.pdf

http://www.adam-europe.eu/prj/7691/prj/Report%20on%20organisation%20of%20workshops%2C%20conferences%2C%20events%2C%20articles%20_D9-

Report on projects promotional website and flyers _D9-1_.pdf

http://www.adam-europe.eu/prj/7691/prj/Report%20on%20projects%20promotional%20website%20and%20flyers%20_D9-1_.pdf

Syllabis_Seminars.doc

http://www.adam-europe.eu/prj/7691/prj/Syllabis_Seminars.doc

TRANSMIT_Flyer_v05.pdf

http://www.adam-europe.eu/prj/7691/prj/TRANSMIT_Flyer_v05.pdf

Produkte

1 Formation "La Vente d'une offre technologique complexe"

2 Transfer Selling and Marketing Innovation Training

Produkt 'Formation "La Vente d'une offre technologique complexe"'

Titel: Formation "La Vente d'une offre technologique complexe"

Produkttyp: Programme/Curricula

Marketing Text: Ce programme de formation certifiant vise à développer les compétences commerciales des ingénieurs d'affaires, dirigeants d'entreprises ou créateurs de start-up, dans le domaine de la vente de solutions technologiques en environnement Business to Business.

Beschreibung: Le programme propose une alternance de journées de séminaire (1 jour par quinzaine), de cours en ligne (1 module par quinzaine représentant environ 5 heures de travail chacun) et d'entretiens avec un coach. Il s'échelonne sur 4 mois.
es objectifs du programme sont de :
- Faire le diagnostic des compétences commerciales.
- Suivre 5 modules en elearning sélectionnés en fonction des besoins en formation.
- Participer à 6 séminaires de formation thématiques qui permettront de maîtriser des stratégies et des outils nécessaires à l'atteinte d'objectifs commerciaux ambitieux.
- Bénéficier de l'accompagnement d'un coach tout au long du programme.
- Obtenir un certificat européen correspondant aux standards internationaux de la profession.

Zielgruppe: Ce programme s'adresse aux dirigeants, cadres d'entreprises technologiques et créateurs de start-up. Il regroupe un nombre limité de participants (10 maximum par session.

Resultat: A la fin du programme, le participant est capable de :
- Analyser le comportement d'achat du client en milieu complexe : multi-décideurs et multi-enjeux.
- Comprendre et révéler le besoin latent du client.
- Elaborer une solution technologique répondant au besoin du client, en démontrer la valeur et les bénéfices.
- Négocier et conclure une affaire.
- Connaître et s'approprier les outils du Marketing de l'Innovation.

Anwendungsbereich: Management des entreprises, développement des compétences commerciales dans le domaine du B2B pour un produit technologique complexe.

Homepage: http://www.transmit-eu.com

Produktsprachen: Französisch

Produkt 'Transfer Selling and Marketing Innovation Training'

Titel:	Transfer Selling and Marketing Innovation Training
Produkttyp:	Programme/Curricula
Marketing Text:	This training programme addresses managers and executives facing marketing and sales issues for their high-tech solutions, in a Business to Business sales environment. This type of sales is characterized by: - Market niches with the necessity to insert the offer in complex value chain. - Long sales cycles. - Multi-members and complexe purchasing groups. - Strong customer needs and problem solving orientation. - Sale of "complex solutions", combining a mix of products and services, customized by several internal or external contributors. - The necessity to demonstrate the value and the benefits generated by the offer, instead of focusing on the technical characteristics of the offer.
Beschreibung:	The programme lasts 6 months and offers an alternation of training days (1 day per month), elearning courses (1 module per fifteen representing around 5 hours of work for each of them) and face-to-face with a coach.
Zielgruppe:	Managers and executives of technological enterprises, start-up founders.
Resultat:	After the course, the participant will be able to: - Analyse his customer buying behaviour in a complex environment. - Understand his customer needs. - Build a technological solution which satisfies the needs of the customer. - Negotiate and conclude a sale. - Sell an innovative product.
Anwendungsbereich:	Management, marketing and selling in a complex environment.
Homepage:	http://www.transmit-eu.com
Produktsprachen:	Englisch