



**SALE
MANAGEMENT
INTER-CULTURE
LEARNING**

**THE "S.M.I.LE" ERASMUS +
PROJECT INTENDS TO
CREATE, TEST, VALIDATE
AND DISSEMINATE AS
A NEW EDUCATIONAL
STANDARD, THE
COMPETENCE DICTIONARY
OF EMERGING VOCATIONAL
PROFILE OF THE CROSS
CULTURAL SALES AGENT, A
KEY FIGURE OF B2B SALES
PROCESS, IN
INTERCULTURAL CONTEXT,
BOTH IN HOUSE AND ON THE
FIELD, FOR OPERATIONS OF
STRATEGIC AND
OPERATIONAL
COMMERCIAL NEGOTIATION
ABROAD**

THE PROJECT INTENDS TO:

Reduce the misalignment
between the need for specialist
and intercultural skills,

Favour process to acquire the
competence/skills/knowledge
using digital teaching tools and
practical testing in real work
situations

Increase the employability of
people with an higher education
diploma and/or a degree in
economic subjects in partner
territories



Co-funded by the
Erasmus+ Programme
of the European Union

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UNEMPLOYED/FIRST
TIME JOB SEEKERS



WITH DIPLOMA/DEGREE
IN ECONOMICS
DISCIPLINES

OBJECTIVES PURSUED BY IMPLEMENTING THE FOLLOWING INTELLECTUAL OUTPUTS:

**CROSS CULTURAL SALES AGENT COMPETENCE
DICTIONARY**

A TRAINING PROGRAMME with classroom sessions, e-learning, work based learning and movie education

CREATION:

- of **OER**, in line with identified needs
- the learning environment "**S.AGE**"

UNDERTAKING COMPANY CHECK-UPS in SMEs

APPLYING THE MOVIE EDUCATION METHODOLOGY

PILOT TESTING



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THE PARTNERSHIP

The project involves 8 partners from 4EU countries
(IT, EL, BG and PL) from:

the academic system

- Università Politecnica delle Marche (IT)
- Institute for Postgraduate studies – division of University of National And World Economy (BG)
- Poznan University of Economics and Business (PL)

training and consultancy

- CONFORM -Consulenza Formazione e Management S.C.A.R.L (IT)
- Hellenic American Union (EL)

the Chamber system

- Chamber of Commerce of Macerata (IT)
- Wielkopolska Chamber of Commerce and Industry (PL)
- Chamber of Commerce and Industry- Blagoevgrad (BG)



UNIVERSITÀ
POLITECNICA
DELLE MARCHE



POZNAŃ UNIVERSITY
OF ECONOMICS
AND BUSINESS



WIELKOPOLSKA IZBA
PRZEMYSŁOWO-HANDLOWA
CHAMBER OF COMMERCE AND INDUSTRY



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