

Digital Professional Selling Workshop

Learn the basics of digital professional selling and boost your sales profile by participating in this comprehensive Digital Professional Selling Workshop. Designed for university students eager to develop their knowledge base in cutting-edge sales topics, this workshop covers the essentials of digital professional sales at both theoretical and hands-on levels. Join an international student audience from five European countries for this transformative workshop and gain the knowledge & skills you need to advance in the professional digital sales environment.

When: October 2 & 3, 2024

Where: Athens, Greece

Participants profile: University students

What: This pioneering workshop covers the basics of professional digital selling at an introductory level. Elements of the digital professional selling process will be discussed along four basic dimensions:

- Fundamentals of professional selling
- Sales leadership
- Digital selling
- Sales analytics

Participants will be exposed to latest scientific findings and will have the chance to get involved in interactive activities. This mini-course includes a real-world case study presentation where participating students will be given the opportunity to apply theoretical insights gained during the course to manage real-life digital professional selling challenges.

The workshop is part of the cooperative ERASMUS+ project CustMas, where five European universities have come together to design an empirically validated model for Business-2-Business customer management skills plus a post-graduate level curriculum and program guide for developing these skills.