

# *Report on CustMas Teaching Event held in Athens on 2-3 October 2024*

22 October 2024

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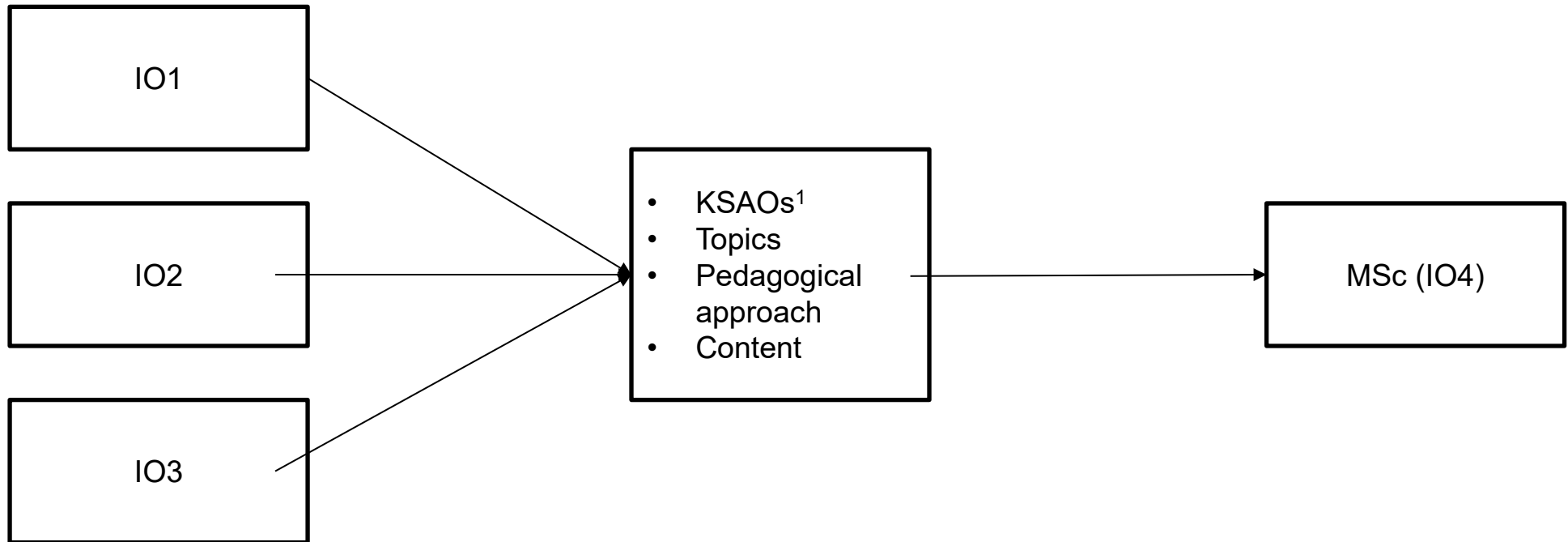
## ***Following CustMas Project proposal a Teaching and Learning event was organized on 2-3 October at Alba Graduate Business School in Athens.***

LTT ID	C1
Activity Title	Teaching and learning event customer management
Activity Description (including profile of participants per organisation, goals and results of the activity)	<p>The teaching and learning event will be provided to international students in Athens and follow the scheme pioneered with project PERFECT (<a href="http://www.perfect.lfo.tu-dortmund.de/great-success-purchasing-and-supply-management-psm-fundamentals-teaching-event/">http://www.perfect.lfo.tu-dortmund.de/great-success-purchasing-and-supply-management-psm-fundamentals-teaching-event/</a>), just for the newly developed content to teach B2B customer management skills.</p> <p>All participating organisations will send delegates to teach a part of the newly designed curriculum. Likewise, some parts of it will already be used to form an input to the MOOC. The date is chosen in a way that in some countries an autumn break is present, which would allow international students to join the event in Greece.</p>
Country of Venue	Greece
Start period	10-2024
End period	10-2024
Duration (days)	2

Project Results Details (4), p. 72.

“Specification of **didactical, organizational, content and technical** concepts for a **module-based course**. This module is going to pilot a course, as such providing a proof-of-concept. For that a **summer school** is going to be organized, hosting **students from the participating member countries to join a pilot of the course material**. Parts of these materials will also be used as **input for the MOOC**.”

***The Teaching and Learning event was intended as real-life “validation workshop” for the Master’s-level educational program in Sales***



<sup>1</sup> Knowledge, skills, abilities, and other characteristics

***The design of the Msc. Program in Sales is based on research we did in IO1 – IO3.  
Each of the partners is responsible for one module in the program.***

Researched Skills	MODULES (5 bi-monthly semesters)				
	Foundations	Sales Leadership	Digital Selling	Analytics	Capstone
1 Basics of Sales	v				
2 Account Planning	v		v		
3 Sales Process Management (incl. Financial)	v		v		
4 Communication & Relationship Building	v				
5 Leadership		v		v	
6 People Understanding		v			
7 Cross-functional		v			
8 Inter-personal		v			v
9 Creativity	v				v
10 Learning	v				v
11 Resilience		v			v
12 Task Prioritization	v			v	v
13 Technology			v	v	
14 Data-driven Decision Making				v	
COURSES (12-28 hour courses)					
	Understanding the Business Customer Professional Selling Business Fundamentals	Leading & Managing Hybrid Teams Leading & Managing the Self	Sales Technology & Digital Supply Chains Digital Selling	Data Science & Visualization Sales Analytics	Capstone Contemporary topics in sales science
DEVELOPED BY					
Course outlines developed by:	University of Munster	Alba Graduate Business School	TU Graz	Kozminski University Alba Graduate Business School	University of Twente

## ***More details on the content of the specific modules and courses***

### **Foundations**

- Professional selling (B2B, business modelling – value chain, negotiations, sustainability & ethics)
- Finance (profitability, pricing, cash management)

### **Sales Leadership (digital focus)**

- Leading and managing others (digital leadership, hybrid teams, e-motivation)
- Leading and managing self (identity)
- Strategic selling and managing upper echelons

### **Digital Marketing**

- Digital Marketing (Applications, Targeting, Data and Channels, Digital Media Planning & Reporting)
- Digital Strategy – Finance – Technology (Paid Search, e-Commerce Conversion, Digital Transformation, Website Optimization, Analytics, AI)

### **Digital Selling**

- CRM
- Virtual selling (closing deals online, sales automation, AI assisted selling)
- Digital supply chain

### **Sales Analytics**

- Sales engineering
- Data science
- Data visualization

### **Capstone project/ dissertation/ practicum** (2 courses equivalent)

***During the event in Athens, each of the partners presented to students and sales professionals a concept for each of the courses. Students worked on a real-life sales challenge provided by the company Niczuk and presented their solutions.***

## **Digital Professional Selling Workshop**



### **Wednesday, October 2**

09:00-09:30 Welcome & Introductions

**09:30-10:30 Professional Selling**

10:30-11:00 Coffee Break

**11:00-12:00 Sales Leadership**

**12:00-13:00 Digital Selling**

13:00-14:00 Lunch Break

**14:00-15:00 Sales Analytics**

15:00-15:30 Coffee Break

**15:30-16:30 Case Study presentation**

16:30-17:30 Discussion

17:30-19:30 Cocktail Dinner



### **Thursday, October 3**

**09:00-09:30 Capstone Project**

09:30-11:15 Teamwork

11:15-11:30 Coffee Break

**11:30-13:00 Team Presentations**

13:00-13:30 Debrief & Conclusion

13:30-14:30 Lunch

***Delegates from each of the project partners (students, teachers) participated in the event***

Organization	# Teachers (staff)	# Students
ALBA Executive Development and Applied Research in Business Administration	2	2
Akademia Leona Kozminskiego	3	5
Technische Universitaet Graz	2	5
University of Muenster	2	5
University of Twente	2	5

***Each of the participants recruited students from their universities. To this end, we prepared a flyer with information about the event, which was advertised e.g. during lectures, publishing on learning platforms, and university websites.***

Some examples:



### 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.

### Participate in the MSc Program Development Event on Selling and Sales Management in Digitalized B2B Markets at Alba Business School in Athens, Greece

Dear Students,

We are thrilled to announce an upcoming event that marks a significant step towards shaping the future of sales education. As part of the CUSTMAS project (<https://www.custmas.eu/>), we are hosting a two-day event in Athens on Oct 2 and 3, 2024, dedicated to the development of a cutting-edge MSc Program focused on Selling and Sales Management in Digitalized B2B Markets.

This is a unique opportunity for you to contribute to the creation of a program designed to equip the next generation of sales leaders with the skills needed to thrive in an increasingly digital business landscape.

Event Highlights:

- Engage with industry experts and academic leaders
- Participate in workshops and discussions on the latest trends in B2B sales
- Network with peers who share your passion for sales and innovation

We Cover Your Costs!

Verified travel and accommodation costs up to €500 can be covered, ensuring you can focus on the experience without any financial concerns. Students may arrive earlier or depart later and should book their flights themselves. Two nights in a double room at a hotel can be centrally reserved. However, presence from Wednesday, Oct 2, 9 am until Thursday, Oct 3, 4 pm at Alba Business School in Athens is mandatory.

How to Apply:

We are looking for 4 students to join us in Athens. To seize this opportunity, please submit a brief Letter of Motivation and your Curriculum Vitae (CV), demonstrating your interest in sales and digital transformation. Send your application to [i.muensch@uni-muenster.de](mailto:i.muensch@uni-muenster.de) by **August 1st**.

Don't miss out on the chance to be a part of defining the future of sales education. We look forward to your enthusiastic participation and valuable insights.

<https://www.marketingcenter.de/en/news/2267>

## ***We also asked for students' feedback after the meeting***



# Selected Marketing and Communication activities around the Teaching and Learning Event (more in our MC report)



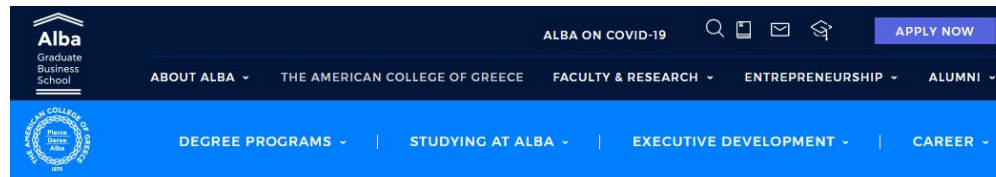
CustMaS  
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Digital Professional Selling Workshop will take place on October 2 & 3, 2024 in Athens, hosted by Alba Graduate Business School. ...more

## DIGITAL PROFESSIONAL SELLING WORKSHOP OCTOBER 2 & 3, 2024 IN ATHENS



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## Shaping B2B Sales Education

Thursday, 10/10/2024



The CustMaS Teaching & Learning Event recently took place at Alba Graduate Business School in Athens, bringing together students and academics to explore essential skills and strategies for future B2B sales leaders. Funded by Erasmus+, the CustMaS project aims to create an empirically validated skills model for Business-to-Business customer management and develop a comprehensive post-graduate curriculum to foster these skills.



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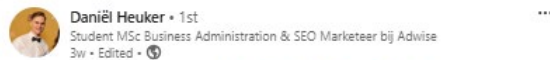
NEWS

Wednesday, 25/09/2024

**CustMaS project |Digital Professional Selling Work...**

READ MORE

# Students and teachers wrote several LinkedIn posts about the event (a few snapshots here)



Last week, I attended an event at [Alba Graduate Business School](#) in Athens, Greece, where we were learning about Customer Management Skills (CustMaS) in B2B Markets. 📊 🤝

It was an inspiring experience, where we learned a lot from both industry experts and students from different countries. 5 students were selected from [Technische Universiteit Graz](#), [Kozminski University](#), [University of Münster](#) and [University of Twente](#), based on their motivation and experience in B2B marketing. Conversations with these industry experts and students have given me new insights and taught me new things.

Special thanks to [Agata Leszkiewicz](#) and [Giang \(Jane\) Dao](#) for giving me the opportunity to visit Athens, connecting with interesting people and learning more about the digitalized world of B2B. 🌐

And not to forget, thanks to [Carmen Boekee](#), [Ozzy Roesink](#), [Kai Kojima](#) and [Dionne Vink](#) for also joining the event, the fun and ... Gyros!

#SalesEducation #DigitalB2B #FutureOfSales



## Posts by Manfred



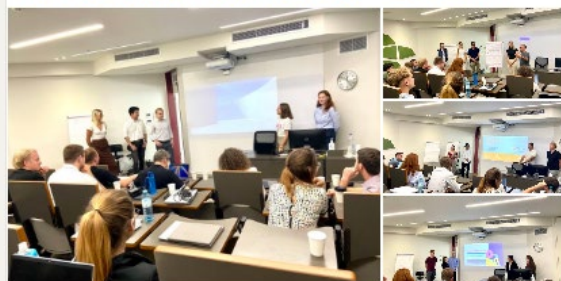
In Athens, developing a post-grad program for B2B sellers

Once again, I am visiting [Alba Graduate Business School](#) in Athens together with 20+ students and 10 faculty members from [University of Twente](#), The Netherlands, [Technische Universiteit Graz](#), Austria, [Kozminski University](#), Warsaw/Poland and [University of Münster](#). After welcome addresses by Alba's Dean [Axaroglou Kostas](#) and my esteemed ALBA colleagues [Pavlos Vlachos](#) and [Aristotelis Alexopoulos](#), I had the honor of opening a series of presentations covering the structure and content of a future study program on @B2B sales & customer management in a world of radical changes and challenges.

For further information about this Erasmus+ funded initiative, visit [CustMaS](#) or get in touch with my colleagues [Pavlos Vlachos](#), [Holger Schiele](#), [Agata Leszkiewicz](#), [Giang \(Jane\) Dao](#), [Bernd M. Zunk](#), [Volker Koch](#), [Marco Berger](#), [Piotr Kwiatek](#), [PhD, Victoria Kramer](#), and myself.



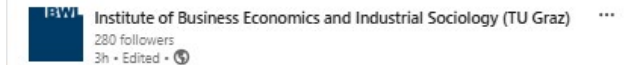
On the second day of our CustMaS Teaching and Learning Event in Athens, five teams of students from [Alba Graduate Business School](#), [University of Twente](#), [University of Münster](#), [Kozminski University](#), and [Technische](#) ...more



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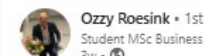
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Teaching and Learning Event in Athens GR

On October 2nd and 3rd, [Technische Universität Graz](#), represented by the [In](#) ...more



Last week I had the chance to participate in a two-day event at [Alba Graduate Business School](#) in Athens, Greece, organized by [CustMaS](#). The focus of the event was on the creation of a new MSc program in Selling and Sales ...more



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