Einreichung Abstract
12. Tag der Lehre der FH OÖ am 16. April 2024

Einreichung bitte **bis 9. Februar 2024** via Conftool: https://www.conftool.net/tdl2024

Format der Einreichung

☐ Präsentation (20 Minuten Vortrag + 10 Minuten Diskussion)

☐ Mini-Methoden-Workshop (45 Minuten)

☒ Poster (1 Seite im Format A0)

Erasmus+ Project LUCA - **L**eveling **U**p **C**ommercial **A**gents´ Competencies

Abstract

The influence of modern technologies, artificial intelligence, and social media has significantly transformed the B2B sector. Digitalization has become an essential tool for acquiring information about suppliers, products, services, and customers. However, there is a noticeable digital skills gap among the approximately 1.2 million commercial agents in Europe, who have an average age of 52 and act as intermediaries between customers and principals. This gap is particularly evident among older commercial agents, who may lack the necessary digital skills for success in the current and future business landscape.

Therefore, the LUCA project, led by GSM and partnered with IESEG School of Management, The Way/Marche Politechnical University, AKMI Institute, and IUCAB, aims to support commercial agents across Europe in refining and expanding their digital skills. The project's primary goal is to design an innovative training program, inclusive of a certification process, to equip commercial agents with the requisite digital and inside sales skills.

The project's first step involves the creation of a new Professional Profile of the Inside Commercial Agent. This process will be informed by a comprehensive desk research activity, reviewing academic and managerial literature, and assessing the current knowledge, skills, and learning needs of the commercial agents. The target groups' participation in defining this profile is crucial, following a bottom-up approach to ensure the training program is tailored to their needs.

The second phase of the project involves defining the LUCA training methodology and developing the content by the Higher Education Institutes. The training content will be elaborated with all necessary materials such as exercises, slides, live cases, videos and use cases of technology. AI tools will be employed to support the development of these learning materials. The first tests with AI software have already been carried out. The AI tools not only enable learning materials to be created much faster, but also help to plan and automate the review and subsequent certification in advance. The experience gained from the project suggests that great progress can be made in the automated creation of teaching elements.

The training and its materials will then be pretested with 100 commercial sales agents. The feedback of pretest will be analyzed to provide suggestions for the final version of the training and lay the groundwork for a up-following certification process.

In conclusion, the LUCA project is a comprehensive initiative aimed at enhancing the digital skills of commercial agents in Europe. Through its innovative development approach, the resulting training program and certification process, LUCA aims to equip commercial agents with the necessary skills for success in the digital age and supports HEI in progressing in the development of learning materials.

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