

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 LISA – Learning for Inside Sales Agents

Abstract

The advent of digitalization has significantly transformed modern selling, creating new roles and responsibilities within the B2B sector. The emergence of technology, artificial intelligence, and social media has given rise to a new form of sales known as inside sales. However, there is a noticeable gap in education and training for this novel sales form.

The project, led by the Polytechnical University of the Marche in Italy, leverages the expertise of sales educators from various European universities, including Tampere University of Applied Sciences (Finland), University College of Northern Denmark (Denmark), Economic University of Poznan (Poland), and the University of Applied Sciences Upper Austria, to close this gap.

The project's activities are divided into several key stages. Initially, a desk and field research will be conducted to define the profile of the competencies and skills required in this new sales form. This process will help in building a training pathway for universities with 5 ECTS, bridging the current gap in university education.

Following this, the project will develop training content for European universities, serving a dual purpose: stimulating the adoption of majors and minors in sales and supporting better job placement for graduates. This training content will then be tested to ensure its effectiveness and relevance to the evolving sales landscape. Hereto, the utilization of Artificial Intelligence (AI) technologies is anticipated to bolster the generation of these educational resources. Preliminary experiments involving AI applications have been successfully executed. These AI technologies not only expedite the production of educational content, but also facilitate the strategic planning and automation of subsequent evaluation processes. Insights derived from the project indicate that significant advancements can be achieved in the automated synthesis of pedagogical components.

The project also seeks to motivate female students to enter the career path of inside sales, addressing gender disparities in the field. Additionally, it aims to provide refresher training for existing salespeople, ensuring they remain competitive and effective in their roles amidst the digital transformation.

In conclusion, the project represents a comprehensive initiative to address the education and training gap in the emerging field of inside sales. By developing, evaluating, and testing relevant learning materials the project aims to equip future sales program graduates with the necessary skills to thrive in the digitalized

profession of inside sales. The project's success will contribute significantly to enhancing university education programs, the automated development of educational material, creating employment opportunities, and promoting gender diversity in the sales profession.

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Christian is Professor for Sales Management and B2B Marketing and has extensive professional and academic experience in B2B sales management, Key-Account-Management, channel management, service sales and customer success management. These areas also represent his research focus. In addition, he initiated, managed or participated in several sales-related research projects - including FFG, Erasmus, Interreg and other projects.

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