

EUROPEAN COMMERCIALISATION PRACTICES APPROACH

Module 3- Training 3

Training Description

Number of hours: 3

Module: 3

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General information

The aim of this course is to provide participants with a broad view of the European markets as a place for successful commercial actions. It is the complement of the teaching on European entrepreneurship insofar as the message delivered will be that of turnover generation in order to ensure the sustainability of the company created. At the end of this training, the participant will be sensitised to the notion of otherness, an indispensable cement for living together, as well as to personal commitment and in relation to the notion of European citizenship.

Assumed knowledge basis for course participation

To make the most of this training, general knowledge of economics will be appreciated but not essential. An interest for business is expected.

Aim of the course

The aim of the training is to explain how a solution can be marketed to meet the needs of European customers. The training highlights business practices that are adapted to the cultures, habits, and values of different customers. The way to design a solution with a European scope and the adaptation of the proposal to the buying strategies of the customers are the main focus of this training. The aim of this module is to propose the European territory as a market and to identify the key points of success of the proposed solutions, whether they are disruptive or incremental innovations

Learning outcomes

After participating of this training, students should be able to:

- *Prepare a commercial solution for European markets or selected markets in Europe*
- *Adapt a commercial project to promote this solution in different countries of Europe*

Teaching methodology

The training takes the form of an interactive seminar. The theoretical concepts are focused on presenting the main ideas of interpersonal communication (the base of the understanding of an interactive communication with clients), of understanding the need of the customers and the difference of individual purchasing strategies. It is based on real cases methodology .

Course outline

The customer's buying decision process (B to C, B to B situations)
Marketing a solution: the basics of business
Europe: a market platform to develop

The "European" commercial attitude to adopt in order to work on the European markets

Study resources

Later...