

WP WORK PACKAGE 5

Transnational Training Provisions of the PaintingSkillsAcademy

PaintingSkillsAcademy – TRAINING	
LEARNING/TEACHING/TRAINING ACTIVITIES	
Activity / UNIT	Job-based Intensive-Workshop UNIT 4 Marketing, communication and sales UNIT 4-2 Communication and sales
Ident number of the activity / UNIT	L6_U4-2
Activity type	Two-day intensive workshop
EQF-Level	6
Field	Problem solving workshop. “Learning on the job” in a new form - the perfect combination in which the elaboration Management of your own project (working on your own projects) can be professionalized through new knowledge and accelerated through a concentrated working atmosphere. This workshop makes it possible to build up new knowledge and at the same time to develop your own conception as far as possible. The speaker with practical experience is available as a sparring partner. The direct speaker feedback and an undisturbed working atmosphere enable concentrated work on your project.
Target group	Managers, master craftsmen (also across different industries)
Entry requirement	Individuals with advanced skills who have mastered their subject and demonstrate innovative abilities.
Provider, place of learning	SBG Dresden mbH
Contact details of the provider	SBG Dresden mbH Contact person: René Günthel Gutenbergstr. 6, D-01307 Dresden Telefon +49 351-4445-611 info@sbgdd.de www.sbg.de
Lecturer / Trainer	M. Muster - Expert*in for Communication and sales in the (painting) trade (Short profile see questionnaire for lecturers)
Dates, duration of the activity	Date: 10. and 11.07.2023, Time: daily 9.30-17.30 hrs. Duration: 2 days presence workshop + 30 minutes phone coaching Telephone coaching: by appointment (approx. 4 weeks after the end of the workshop).

LEARNING/TEACHING/TRAINING ACTIVITIES – continuation		
Temporal utilization	Full time	
Prices per person (participant)	€ 1,950.00 plus 19% VAT. The price per person includes the seminar participation & documents, drinks during breaks & lunch, certificate of attendance.	
Max. Number of participants	max. 10 persons per workshop	
Funding opportunities	National framework conditions (e.g. education bonus in germany)	
DESCRIPTION OF THE ACTIVITY		
Ident number of the activity / UNIT	L6_U4-2	
Goals / field of competence	Participants gain a complete overview of managing and leading complex technical or professional activities or projects. They take responsibility for decision-making in unpredictable work or learning contexts.	
Training tasks	Description of detailed goals / content (fine goals). Learning outcomes according to PSA qualification portfolio:	
	Knowledge	<p>He / she knows</p> <ul style="list-style-type: none">• the principles of advertising design and can show them.• the meaning and components of corporate identity.• the importance and the main features of CRM (Customer Relationship Management).• the importance of modern communication using suitable media.• the basics of a sales pitch (preparation and implementation).• the content-related elements and the structure of a price discussion.• the characteristics of a communication concept.• the importance of customer orientation, customer satisfaction, customer fascination and customer loyalty.
	Skills	<p>He / she can</p> <ul style="list-style-type: none">• explain the importance of customer orientation.• identify and apply measures for customer acquisition and customer care.• use media in a target group-oriented manner.• design presentation documents and uses them.• create customer-friendly offers.• present the benefits of services in the painting trade in a customer-oriented manner (basic and additional benefits).• apply the basics of the sales pitch (technical discussion).• prepare and carry out price discussions in a conclusion-oriented manner (sellogram, list of objections, argumentation of benefits).• conduct an expert discussion, this means show professional connections on which the project is based, explain the process and present job-related technical problems and their solutions.

DESCRIPTION OF THE ACTIVITY – continuation		
	Responsibility and autonomy	He / she is able <ul style="list-style-type: none">to develop and evaluate a communication concept and to justify suitable sales promotion measures.to have a technical discussion with the customer and is able to take new developments into account.
Further informations	Methodology <ul style="list-style-type: none">Keynote speechesEditing of your own current projectActive exchange of experiencesPractical examples and expert tipsProven templates & checklistsTrainer as sparring partnerTransfer support through telephone coaching after approx. 4 weeks	
	Please bring it with you to the workshop! <ul style="list-style-type: none">Own templates, own projectOwn laptop, notebook, etc.	
ASSESSMENT OF THE ACTIVITY		
Assessment board	Lecturer	
Assessment basis	Observation and documentation of the work process (videos, photos, etc.).	
Assessment criteria's	Ability to work in a team, assertiveness.	
PSA certificate	Confirmation of participation in the activity.	
RECOMMENDATIONS - if desired		
Advice on personal career planning	Individual recommendations.	



BINDING REGISTRATION

☐ for the **Job-based intensive workshop on ...** (fill in desired date)

Information about the participants

(1)	Name, first name	<input type="text"/>
	Address	<input type="text"/>
	Phone	<input type="text"/>
	Email	<input type="text"/>
	Trade	<input type="text"/>
(2)	Name, first name	<input type="text"/>
	Address	<input type="text"/>
	Phone	<input type="text"/>
	Email	<input type="text"/>
	Trade	<input type="text"/>

Hotel and breakfast – if desired (Prices on request!)

Book your overnight stay in Dresden with you!

Overnight stay and breakfast (Please check where applicable!)

- ☐ Single room – € per person/night
- ☐ Double room – € per person/night
- ☐ Breakfast – € per person/day

E-mail address for invoicing:

By registering, I/we accept the SBG Dresden mbH terms and conditions of participation and business.

place, date

signature



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