

FIRST TIME IN EUROPE MEASURING SALES SKILLS BY ROLE PLAYING

TUAS is pioneering in organizing an international sales competition for university students in Europe. Sales skills are evaluated on the basis of seller-buyer role plays. The aim of the competition is to develop students' sales skills and to train professional salespeople especially for industrial companies.

• text: Pentti Korpela • photos: Ermi-Maria M. Helistö



All competitors in the certificate ceremony. On the right the coach of Wiener Neustadt Carl Pinczolsky and the coach of International Semester Pentti Korpela.

A total of 30 engineering and business students are participating in the European Sales Competition in Turku. They come from nine European universities: Hogeschool van Utrecht, FH Kärnten, Haute Ecole Roi Baudouin, Mondragon Unibertsitatea, Aalen University, St. Petersburg State University of Engineering and Economics, FH Wiener Neustadt, Politenico Di Torino and Turku University of Applied Sciences.

– Students studied selling and sales management theories in Turku last autumn. By seller-buyer role plays they applied theoretical skills into practice. Besides sales and sales process skills, cross-cultural skills have been emphasized in the coaching sessions, tells **Pentti Korpela**, the Chairman of the Organising Committee and lecturer at TUAS.

TWENTY MINUTES' SALES CONVERSATION

The International Semester on Industrial Sales culminated in the European Sales Competition on the 8th of December 2010. A seller and a buyer met in a twenty minutes' sales conversation. The buyers came from local companies: Spheros Parabus, Stairon and Amomatic Oy. The product to be sold was Canon's Therefore Document Management System.

The jury of the competition consisted of teachers representing Turku School of Economics as well as Haaga-Helia, Jyväskylä, Turku and Wiener Neustadt Universities of Applied Sciences.

COMPETITION IN TURKU ANNUALLY

– The aim is to further develop the competition and to establish it as an annual event in Turku. Co-operation with other European universities will be extended. The sales competition as an experimental method to learn sales skills will be offered to students of targeted universities outside Europe, too, Pentti Korpela explains.

Foundation for Economic Education (Liikesivistysrahasto) is funding the development of this competition in the years 2011 and 2012.

EUROPEAN SALES COMPETITION 2010 WINNERS

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| Group 1: Victoria Gregus, | Wiener Neustadt, Austria |
| Group 2: Vania Kusworo, | Aalen, Germany |
| Group 3: Lide Brito, | Mondragon, Spain |
| Group 4: Claudia Schober, | Kärnten, Austria |