

The Leonardo da Vinci mobility project VITTI aim is to implement an international vocational trade training program – The ITM Worldwide Concept – into Bulgaria, Croatia, Greece and Romania to make it possible for small and medium-sized companies to grow internationally. Trade Training Organizations in Sweden, Estonia and Slovenia will transfer knowledge and experiences to make this happen.

VITTI Programme Partners' Meeting in Thessaloniki, Greece, September 26 – 28th 2013

The VITTI partners' meeting was held in Thessaloniki, Greece. The partners coming from Bulgaria, Croatia, Estonia, Greece, Romania, Slovenia and Sweden participated at the Seminar «Export Sales Training» of the ITM programme and discussed about various VITTI issues.

39^o IATTO FORUM EXPORT SUMMIT II

At the same time, the 39th IATTO FORUM EXPORT SUMMIT II took place in Thessaloniki, with the participation of more than 350 representatives of companies and organizations. During the FORUM and following SEVE's efforts, the implementation of ITM programme in Greece, for 50 export managers, has been announced. The programme will be financed by the Operational Programme Support of Human Resources on Extroversion Issues.



Seminar on «International Sales Training»

VITTI partners and representatives of SMEs participated at the seminar “International Sales Training”, with lecturers Mr. Göran Parszyk, Parszyk Förtetagsutveckling and Mr. Markus Johnsson, MacCan AB. Customer psychology and negotiation skills are important areas to practice in order to be a successful export sales person. The ability to create a trustful contact and to handle critical situations that arise international environment's are areas that will be handled during two very intensive days. The training is built upon a “company case” and the assignment is to prepare and conduct visits to an international customer. The training divided into three different parts: Part I. Industry & Business Models and their Application, Understanding the needs of the customer, Building up their business concept Part II. International Sales Simulation Game using IT and Part III. Evaluation of behaviors and actions in the game and Application of further theory into practice as solutions to issues experienced in the game.



VITTI AGENDA

The Agenda of the VITTI meeting included the following topics: exchange of information between partners regarding the promotion activities in their respective countries (newsletter and meetings), presentation of the activities regarding the implementation and financing of ITM programme, articles in International Media regarding ITM programme and preparation for the next meeting in Slovenia.