

## Syllabus of the training modules on “Focus on customers’ needs”

<p><b>Module/Workshop Title</b></p>	<p>Focus on customers’ needs</p> <p>Module will be developed in close cooperation with leading business companies in Latvia and leading international sales companies</p>
<p><b>Learning outcomes</b></p> <p>Indicate the knowledge (facts, principles, theories and practices that characterize the training) and skills (ability to apply such knowledge) that the student is expected to acquire by the end of the course. They articulate how students will be able to employ the material, both in the context of the class and more broadly.</p>	<ul style="list-style-type: none"> <li>● Knowledge about conversation structure</li> <li>● Knowledge about challenges in the conversation</li> <li>● Enhanced listening and negotiation skills</li> <li>● Enhanced conversation leading skills</li> <li>● Ability to interpret information</li> <li>● Ability to finalize conversation with the appropriate result</li> <li>● Ability to communicate, clarify, and present results of the conversation</li> <li>● Ability to apply their new skills actively in the working environment</li> </ul>
<p><b>Course content and objectives</b></p> <p>Brief description of the course content, which skill(s) will be trained and the main topics covered that will allow students to achieve the expected learning outcomes.</p>	<ul style="list-style-type: none"> <li>● Understanding of the product/service</li> <li>● Understanding of main customer groups and needs</li> <li>● Organizing/leading conversation</li> <li>● Identifying and preventing major negotiation risks</li> <li>● Identifying customers’ personality types</li> </ul>

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	<ul style="list-style-type: none"> <li>● Analyzing customers' feedback</li> <li>● Representing results of the conversation</li> <li>● Follow – up</li> </ul>
<p><b>Methodology</b> Specify what the teaching method is (workshop with a theoretic part and exercises, role plays, games, simulations, questionnaires...) and how the proposed training activities respond to learning objectives. Indicate if any specific software or applications will be used.</p>	<p>“Learning by doing” approach, based on real life examples.</p> <ul style="list-style-type: none"> <li>● Inspirational video</li> <li>● Theoretical part</li> <li>● Real life case studies</li> <li>● Role plays</li> <li>● Take away</li> </ul>
<p><b>Bibliography</b> Indicate a short bibliography with reference texts, slides, tools etc.</p>	<ul style="list-style-type: none"> <li>● Inga Jona Jonsdottir, Krístrun Frídríksdóttir (2019) Is it that forgotten dimension in managerial communication?; International Journal of Listening;</li> <li>● Brandy Haleya, Seongkum Heob, Patricia Wrightb, Claudia Baroneb, Mallikarjuna Rao, Rettigantic Michael Andersc (2017);</li> <li>● Relationships among active listening, self-awareness, empathy, and patient-centered care in associate and baccalaureate degree nursing students; Nursing Plus Open;</li> <li>● Camilleri, M. A. (2018). Understanding Customer Needs and Wants. In TravelMarketing, Tourism Economics and the Airline Product (Chapter 2, pp. 29-50). Cham,Switzerland: Springer Nature”,</li> </ul>

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- Rajiv Kumar and Vidyanand Jha (2017), Traits of Leaders and Active Listening: A Theory; ig-global.com;
- “Southwestern Advantage” Sales materials;
- “Cognizant” Core values and code of Ethics;
- BA 234- Business Communications, Paulina Griffith
- Basic values and ethics of public administration.
- <https://www.youtube.com/watch?v=ZN1Tw8XM1LY>
- <https://www.mural.co/>

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