

EU-Project **LUCA**: Project Results

Leveling Up Commercial Agents' Competencies - Technologisation and Internationalisation of European Commercial Agents

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Starting position



Key facts LUCA

Goal: Upgrade the digital competencies of commercial agents

- 1) Increasing **digital skills of commercial agents** through an innovative **TRAINING** program
- 2) Helping **IUCAB** and its **members** to **create** an attractive **future support** for commercial agents
- 3) Setting the **basis** for a **certification process** of the commercial agents' **advanced skills**

Partners

- University of Applied Sciences Upper Austria (FHOOE)
- Internationally United Commercial Agents Austria and Brokers (IUCAB)
- The Way S.r.l., Italy
- Institut Economie Scientifique Gestion (IESEG), France
- AKMI Monoprosopi Anonimi Ekpaideftiki Etairia (AKMI), Greece

Duration: 01.11.2023 – 30.10.2025

Grant: 250 000,00 €



UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA

TheWay
STARTUP INCUBATOR



IESEG
SCHOOL OF MANAGEMENT



AKMI
THE LEADER IN EDUCATION



Co-funded by
the European Union

Key pillars of LUCA



Needs analysis



Development of
online training
material



Pilot-trainings

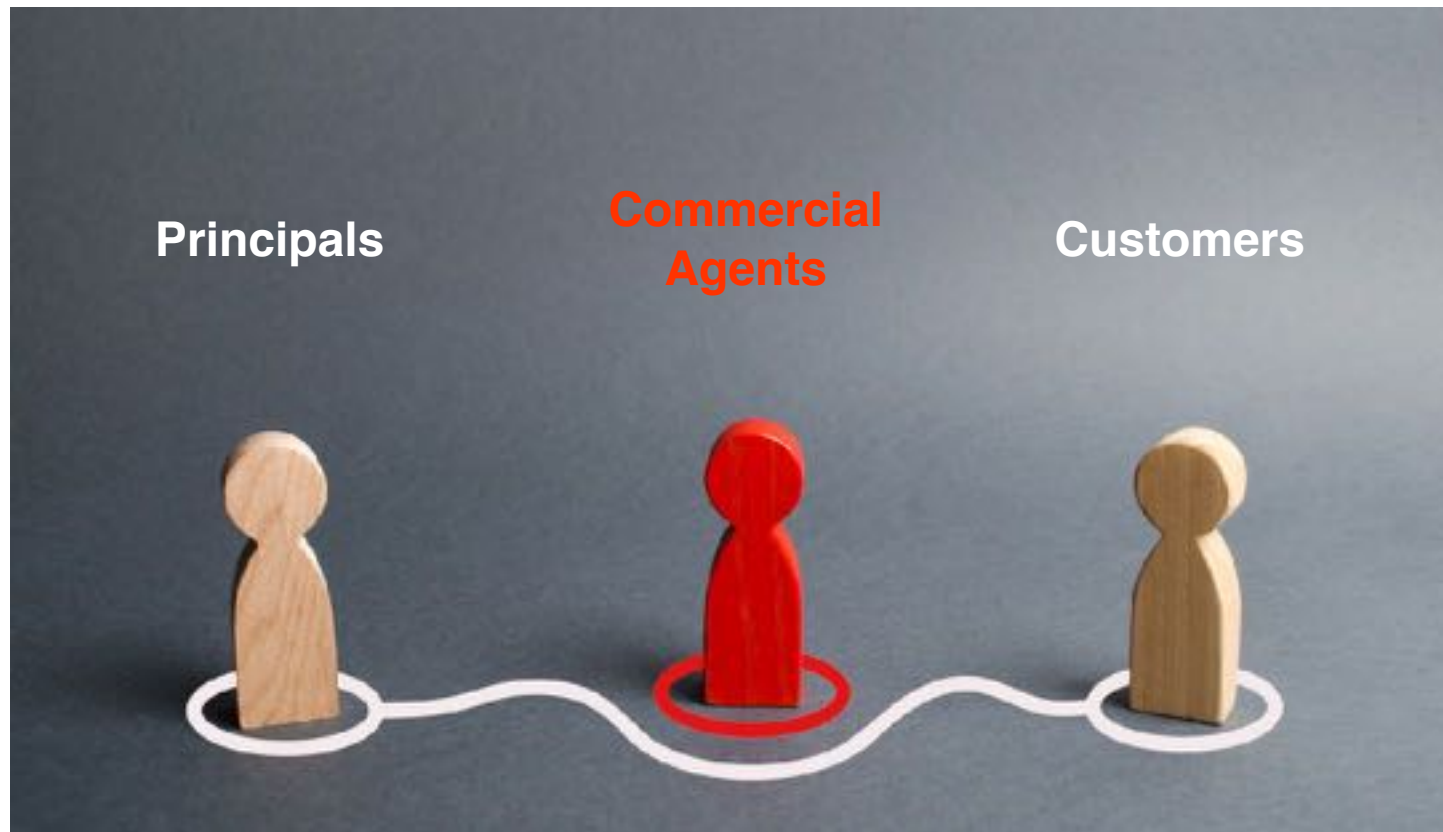




αναίτης
ηθερ

Needs analysis – International survey

Surveys: 2 perspectives



~ 2100 responses (>90% from Italy)

Participated countries: Austria, Cyprus, Finland, France, Germany, Italy, Netherlands, Norway, Slovenia, Spain, Sweden, Switzerland, UK and Ireland

Sole proprietor / One-person-company: ~ 85%

Operating internationally: ~15%

Results of the survey/study:

Beliefs/understanding of Commercial Agents

- Hybrid is new normal
- Need to use digital tools
- Mediocre proactiveness of customers

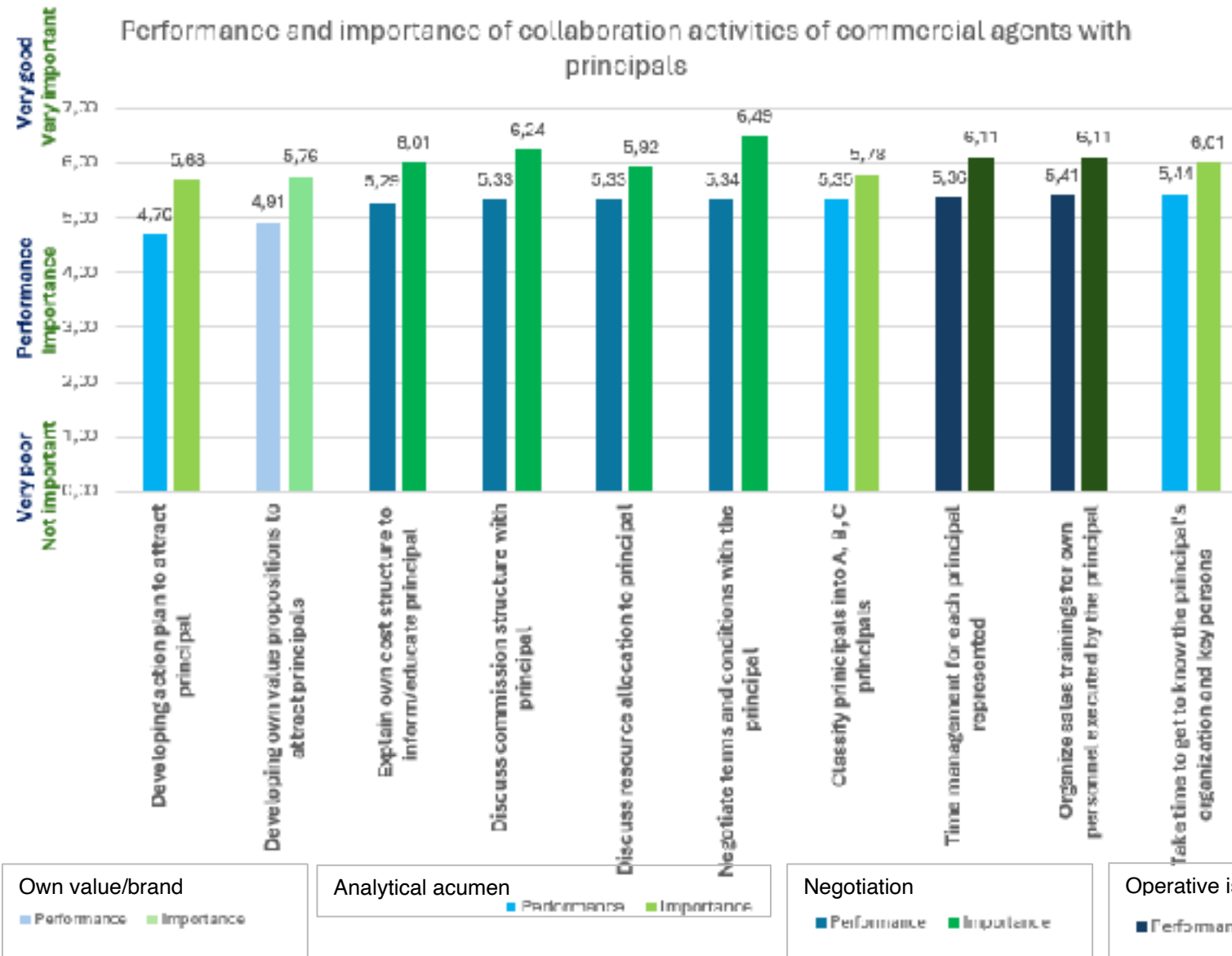
Actual customer behavior

- Mixed approach preferred (face to face + digital)

Sales activities for customers

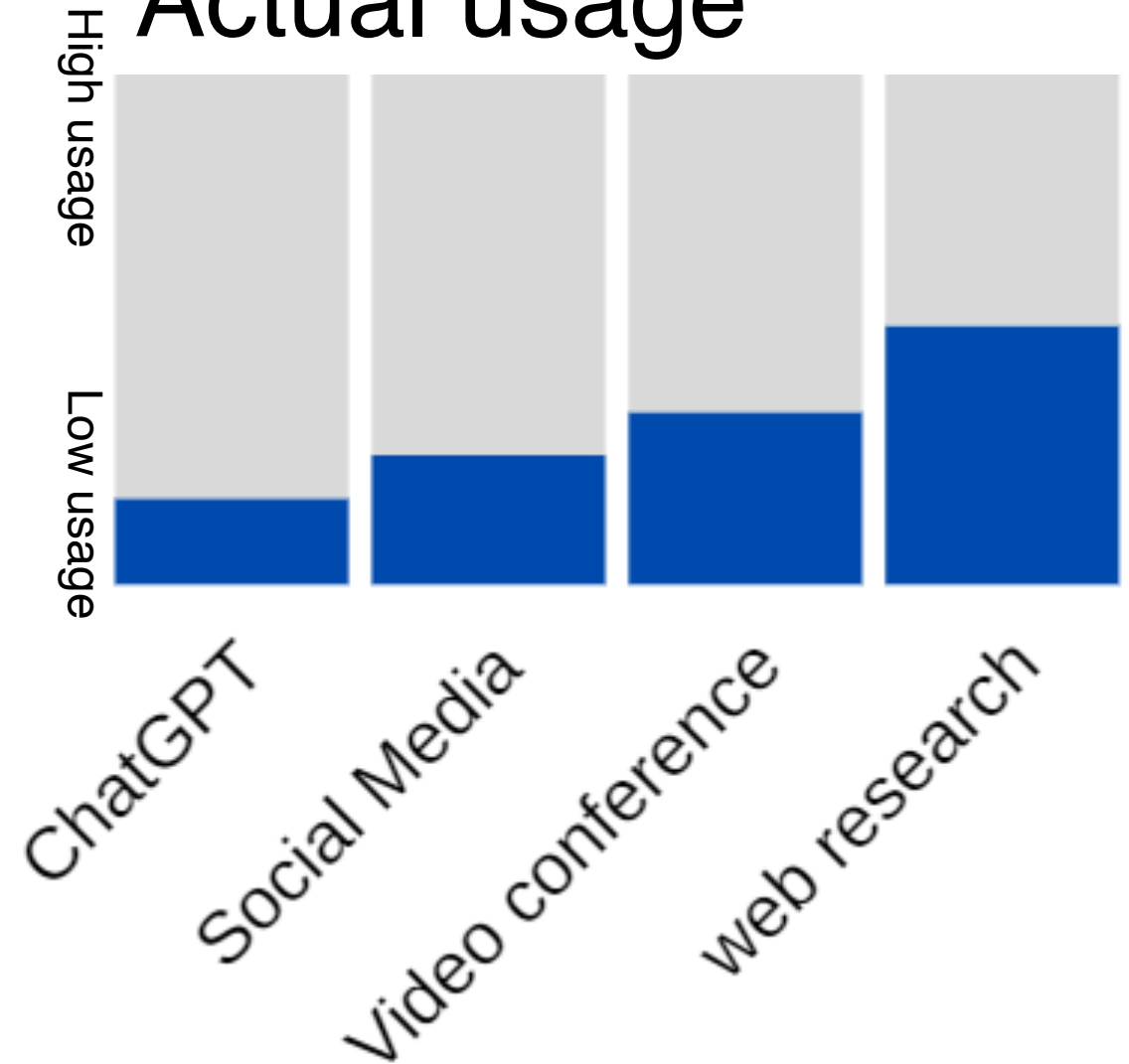


Collaboration activities with principals



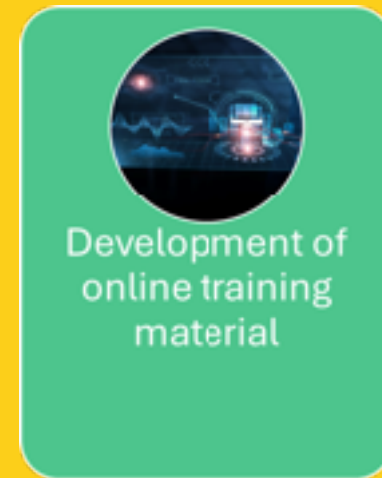


Actual usage



Customers

Principales



Online Training: Characteristics and Content

Characteristics of the Online-training materials

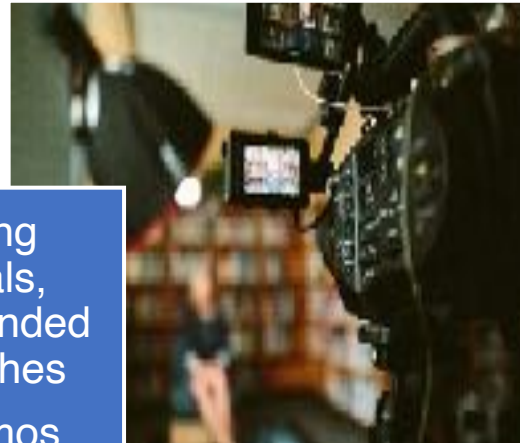
Real live case
studies
Challenges
+ Solution attempts



Practical
content +
technologies
(Software)



Learning
materials,
recommended
approaches
and demos



Online course elements

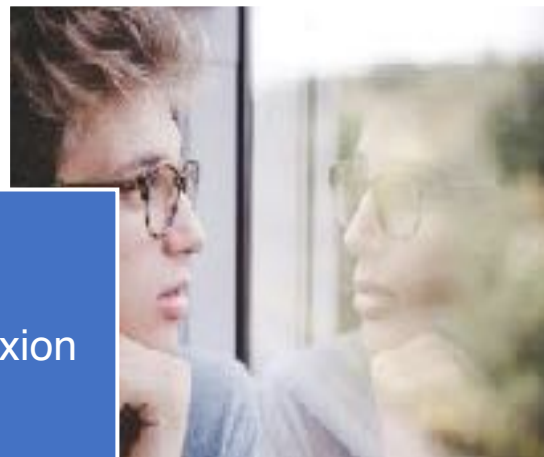
Videos



Podcasts



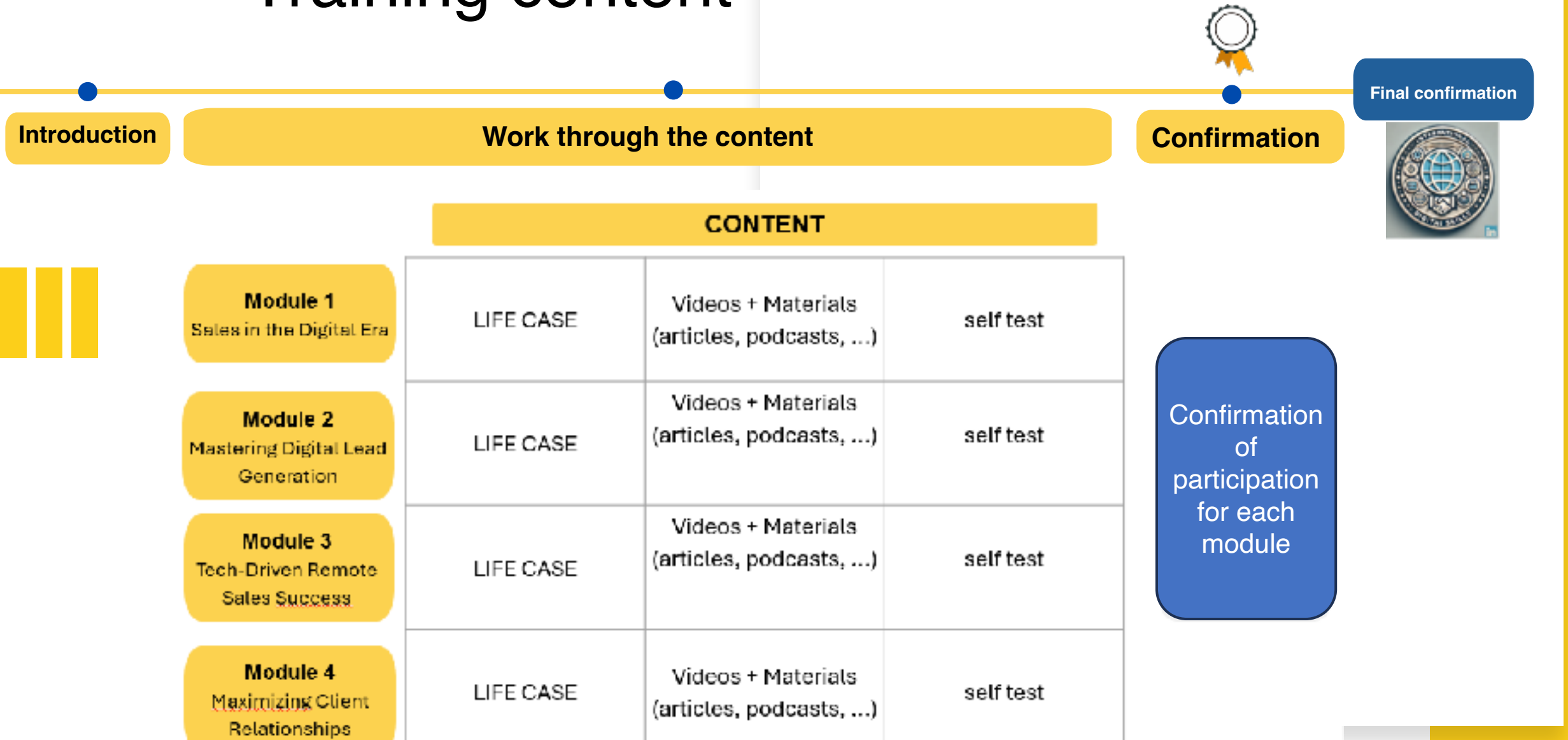
Self-reflexion




Additional
materials
+ Cartoons



Training content





LUCA
Leveling Up Commercial Agents

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[LUCA Training Programme](#)
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Welcome to the LUCA Training Programme



LUCA Training Modules

Prof. Dr. Uwe Bangerper from EBS Management School in France introduces the LUCA training modules.

Discover LUCA!

Our innovative e-learning platform consists of four modules designed to enhance the digital skills of commercial agents. In every module we provide you with up-to-date training material:

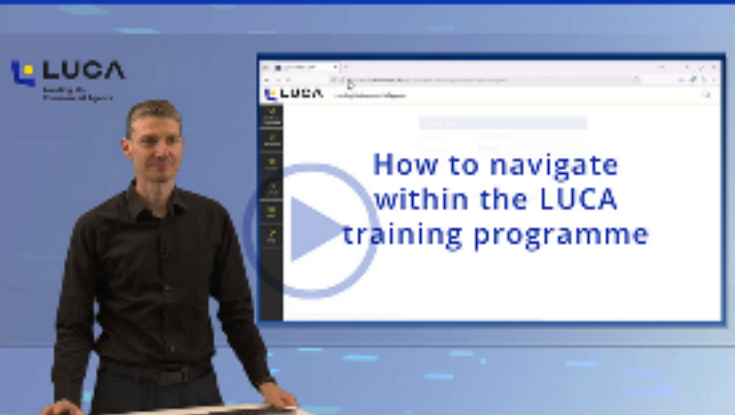
- Instructional content using video
- Reading material in written and audio format
- Quizzes to test your learning progress
- A live chat with experienced sales agents to get individual advice and support

Time to level up your career with LUCA!

[Goto LOGIN](#)
[REGISTER a new Account](#)

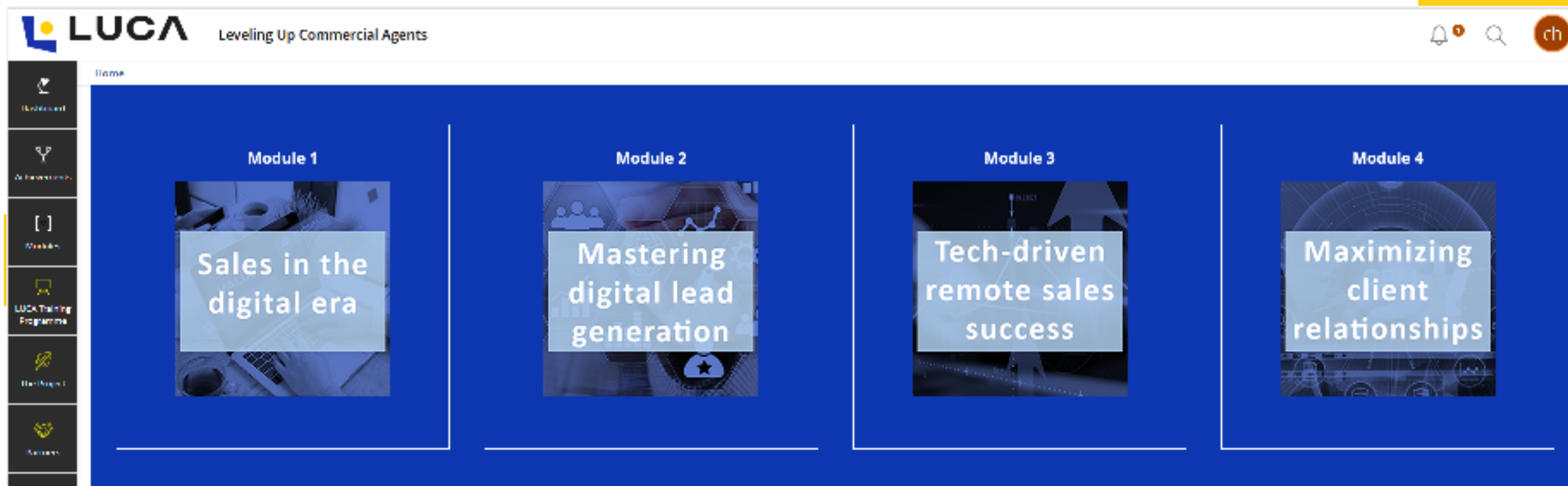
Questions about LUCA?

Please find the answer in our FAQ Page



How to navigate within the LUCA training programme

Prof. Christian Sudmann gives a short overview how to navigate best through the training content.



Start with trainings through pilot-testers

> 100 testers



Pilot-trainings

Pilot-testers - advantages

- **Free** access to the online training program (LUCA)
- After positive completion of the online training program, all pilot testers receive a (or more) **confirmation(s)** of participation + badge for e.g. LinkedIn

START:
April 2025

END:
August 2025

What's next?

- Elaboration of basic requirements for a future certification
- Countries' associations discuss and evaluate how to best continue
- We work on how to continue this successful partnership of
 - Universities,
 - Vocational education institutes
- with commercial agents

Thank you

Prof. **Christian Stadlmann**, PhD

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Dott. **Alessandro Romoli**

Università Internazionale di Roma, The Way

Backup

Extension: Confirmatory study

LimeSurvey v5

Create survey Surveys Help Configuration Active surveys 1 LUCAProject

Survey list

Create survey Back

Survey list Survey groups

Search: Status: (Any) Group: (Any group) Search Reset

<input type="checkbox"/>	Action	Survey ID	Status	Title	Group	Created	Owner	Anonymized responses	Partial	Full	Total	Closed group
<input type="checkbox"/>		1913/0		LUCA SURVEY PRETEST	Default	17.04.2024	LUCAProject	No	0	0	0	No
<input type="checkbox"/>		625177		LUCA SURVEY AGENT ACTIVITY - Wave 1	Default	16.04.2024	LUCAProject	No	15/1	906	2507	No
<input type="checkbox"/>		295129		LUCA SURVEY AGENT ACTIVITY - Wave 2	Default	16.04.2024	LUCAProject	No	1515	1191	2705	No