

Bulgarian Good Practice Example

Type of product or service	Training
Target group(s) addressed	Managing staff of young firm (3 business years)
Title	Better managerial skills - better position on the market Training seminars for Applied Language solutions, Office Bulgaria
Short description	The learning modules are aiming to improvement of selling skills and soft skills needed for better contact to clients
USPs (Key elements of the service that are unique selling propositions)	Interactive learning methods Generative learning method
Methodology	Training sessions, group working, individual presentations
Content	Three modules (sales, negotiations skills, managing communication with customers)
Contribution to skills	Improvement of managing skills and communication with customers
Quantitative aspects (duration, number of participants respectively SMEs involved)	48 training units 20 successful participants
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