



筑波大学
University of Tsukuba



SEAMEO-The University of Tsukuba Symposium IX

Theme: Resilience for Global Citizenship

Sub-Theme: Challenges in Education under COVID-19

Fostering Global Citizenship through Sales Competition

R. Alpha Amirrachman, M. Phil., Ph.D

SEAMOLEC Director

Presented on **SEAMEO-The University of Tsukuba Symposium IX**



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Virtual

11 February 2021



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SEAMOLEC

SEAMOLEC INTRODUCTION

SEAMEO Regional Open Learning Centre

SEAMEO-The University of Tsukuba Symposium IX

11 February 2021

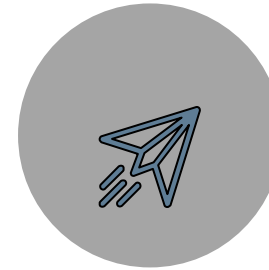


Vision and Mission



Vision

To be the Centre of expertise in Open and Distance Learning (ODL)



Mission

To assist SEAMEO Member Countries in identifying educational problems and finding alternative solutions for sustainable human resource development through the dissemination and effective use of ODL



SEAMOLEC CARES

Collaboration

Accountability

Responsiveness and Relevance

Effectiveness and Efficiency

Synergy

SEAMOLEC 4 Core Tasks

Training

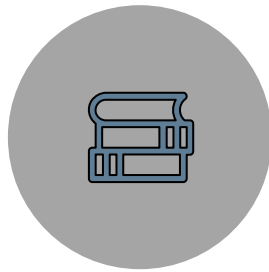
Research &
Development

Consultancy
Service

Information
Dissemination

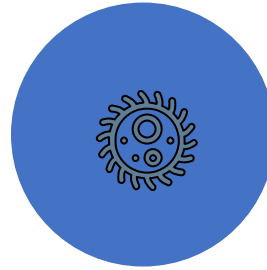


This presentation will specifically address 3 issues:



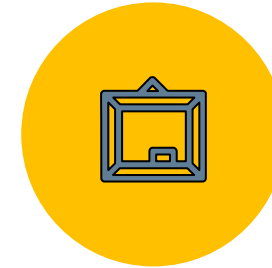
1.

Global Citizenship for students



2.

Southeast Asia Sales Competition (SEASAC) Project



3.

After Covid-19: Changes of Scenario



1.

Global
Citizenship for
students

Global Citizenship

- Broad concept
- Has different layer of perspectives depending on who uses the term
- Practice of cultural empathy or intercultural competence
- Commonly articulated as a goal of global education



Global Citizenship for students



Provide skills improvement in:

- Problem-solving
- Communication
- Collaboration
- Cross-cultural awareness

...which will benefit them immeasurably

Globalization in Sales Field



- Demand high-skilled sales professional across the globe.
- Business to Business (B2B) marketing is believed to be very important.
- A company depends on its sales to survive and grow.

Problems

- A shortage of sales graduates.
- Graduates with critical thinking combined with the relevant skillset.
- In Southeast Asia, very few universities actually teach sales.

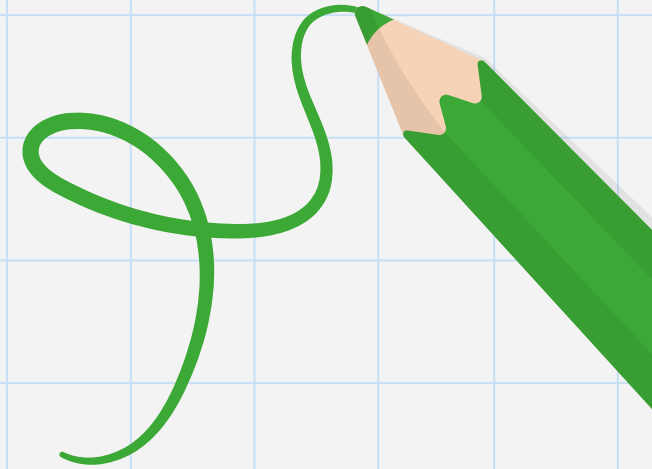
Sales Competitions
address this need.



Co-funded by the
Erasmus+ Programme
of the European Union

2.

Southeast Asia Sales Competition (SEASAC) Project



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Why Sales Competition?

- They introduce the sales processes and ethical nature of professional selling skills to universities.
- Competitions allow individuals to learn valuable life-long skills, such as:
 - ethics
 - listening
 - building trust
 - fulfilling client needs
- A win-win for students and for the businesses
 - It raises students' professional practices
 - It provides high-quality sales professionals for the businesses.

South-East Asian Sales Competition (SEASAC) Project

A 3-year Project (2019-2021)

Launched on Thursday, March 21, 2019 in Jakarta, Indonesia

About SEASAC Project

- A cooperation between universities and government agencies in South-East Asia and European universities in form of consortium.
- Founded by a European Community Erasmus+ project
- Designed to adapt competitions in Europe and build capacity in higher education.
- Utilising existing European knowledge and experiences in developing a pedagogically rich concept for the cooperation of Universities and companies in sales education.
- Best practices from Europe will be matched with Asian sales cultures.



Consortium Partners



1. Turku University of Applied Sciences, Finland
2. University of Applied Sciences Wiener Neustadt, Austria
3. Edinburgh Napier University, Scotland
4. Haaga Helia University of Applied Sciences, Finland
5. Mahasarakham University, Thailand
6. Rangsit University, Thailand
7. Binus University, Indonesia
8. Universitas Putra Indonesia “YPTK” Padang, Indonesia
9. Sebelas Maret University, Indonesia
10. Parhayangan Catholic University, Indonesia
11. State Polytechnic Batam,
12. SEAMEO Regional Open Learning Centre (SEAMOLEC)

Associate Partners

1. European Sales Competition Association
2. Ministry of Education, Republic of Indonesia



What is a sales competition look like?



- An exciting interactive method of learning, which gives students opportunities to learn from businesses
- At the same time introducing both sides to potential recruitment opportunities.
- It involves a simulated buyer/seller role-play.
- Offer an exciting way for students to learn practical skills derived from research that will have an impact on businesses and employability.
- SEASAC is for university students.
- Initially, the competition will be open only to students from our partners
- In future we hope to open the competition to all universities and students within the South-East Asia region.

Role-Play Activities

- Students will be expected to role-play with the buyer in a fifteen-minute 'sales discussion'.
- Often these are based on cases (simulated sales scenarios) submitted, or originated, in conjunction between the organizers and a sponsor.
- Sponsors and students will meet and practice in scenarios that simulate 'real-life'.
- Judges may come from the sponsoring company, academics or other businesspeople.
- There are normally two rounds. Depending on the number of entrants and time available.
- Students who succeed in the first round are normally given a short time to prepare for a more in-depth interview in the final round.



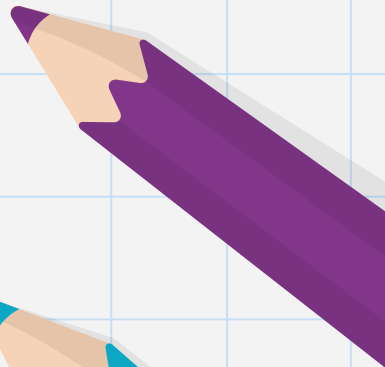
Benefits

- Powerful for the student and promotes their confidence and learning.
- Students are well prepared, as they have been given case studies, detail and practice well in advance.
- Opportunities for employers, students, and leaders in sales coaching and education to mix.
- In sum, sales competitions are an exceptional learning opportunity as well as great fun!



3.

After Covid-19:
Changes of Scenario



Highlights of Activities



Events	Timeline	Note
Opening Ceremony	March 2019	With support of Directorate General of Learning and Students Affairs. Ministry of Research Technology and Higher Education (MoRTHE), Indonesia
Training of Trainers	March 2019	Held back-to-back with the Opening Ceremony, hosted by BINUS university.
1st Pilot and Mentoring	April 2019 – January 2020	After participation at TOT, all lecturers set up their own B2B sales courses and tried to run their own sales competition.
Turku UAS Grand Study Tour	November 2019	Lecturers of SEASAC partners were invited to Turku University of Applied Sciences (Turku UAS) and experienced as Turku Sales Competition (TSC) judges.
The 1st South-East Asian Sales Competition – SEASAC	February 2020	Held in Mahasarakham, Thailand at the end of February 2020 hosted by Mahasarakham University

Picture of Activities



Press Conference, Jakarta, Indonesia
March 2019

Opening Ceremony, Jakarta, Indonesia
March 2019





Training of Trainers
March 2019

Turku UAS Grand Study Tour, Finland
November 2019



1st Pilot and Mentoring of Rangsit University,
Thailand,



1st SEASAC, Mahasarakham, Thailand
February 2020

Changes of scenario



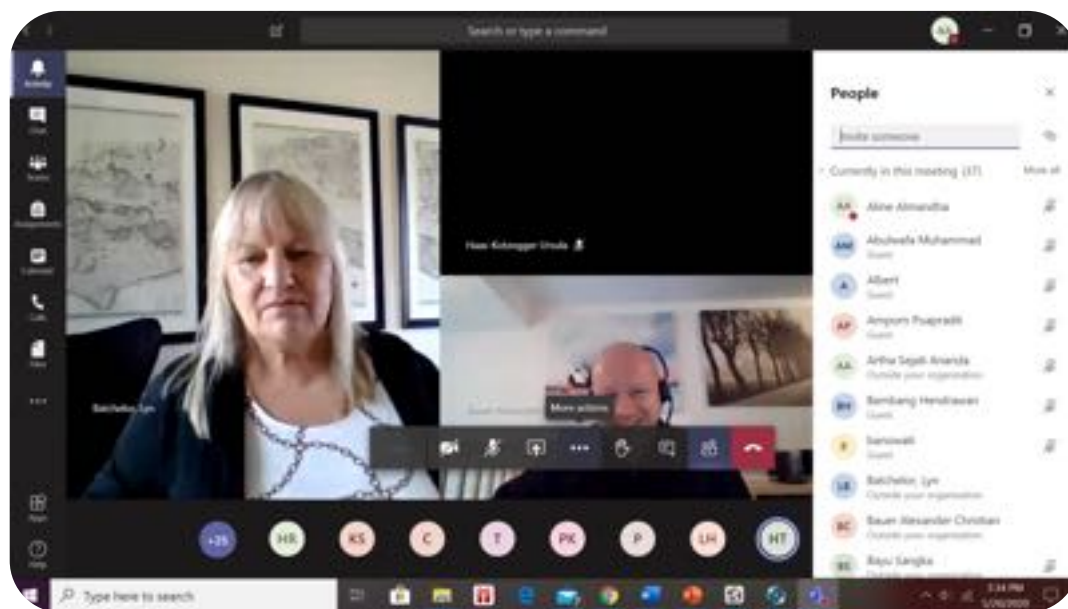
- Due to Covid 19 Pandemic, some of the activities planned need to be conducted virtually.
- The last event conducted face to face was the 1st SEASAC held in Mahasarakham, Thailand in February 2020.
- After that, all countries restricted travel for their citizens
- SEASAC Partners agreed to meet virtually to find alternative ways to undergo the rest of the events:
 - Coordination meetings
 - Tryouts
 - Promotion activities
 - Local and international sales competition
 - International webinar
 - Report meetings
 - Etc
- More active usage of website and Social Media channels to promote and publish all activities

Highlights of Activities

Event	Timeline	Notes
2 nd Pilot and Mentoring	March 2020-February 2021	The 2nd run of the B2B sales courses as well as its competition were conducted virtually during the pandemic
The 15th Turku Sales Competition – TSC	November 2020	Students from SEASAC partners participated virtually in the 15th Turku Sales Competition and competed against Turku UAS students from Finland as well as its exchange students from other 6 countries in Europe as well as the United States
The 1st Indonesia Sales Competition – ISAC	November 2020	Conducted virtually hosted by UPI “YPTK” Padang
International Webinar on Preparing Students towards New Era of B2B Sales	November 2020	Hosted virtually by SEAMOLEC
The 6th European Sales Competition – ESC	December 2020	SEASAC partners were honored to be invited virtually as competitors as well as judges.
The 2nd South-East Asian Sales Competition – SEASAC	Coming soon in March 2021	Hosted virtually by Parahiyangan Catholic University (UNPAR)



Pictures of Virtual Activities



Coordination meetings between SEA and European partners



International Webinar on Preparing Students towards New Era of B2B Sales November 2020

FREE

Proudly present:

INTERNATIONAL WEBINAR PREPARING STUDENTS TOWARDS NEW ERA OF B2B SALES

Speakers:

- November 25th, 2020**
- 13.30-15.30 (GMT+7)**
- SEASAC**

Find the link to register at: seasalescompetition.com

Certificate is available for pre-registered participants. Registration will be closed on 24 November 2020 at 16.00 (GMT+7)

For more queries please contact: seasacproject@gmail.com

Special Remarks:

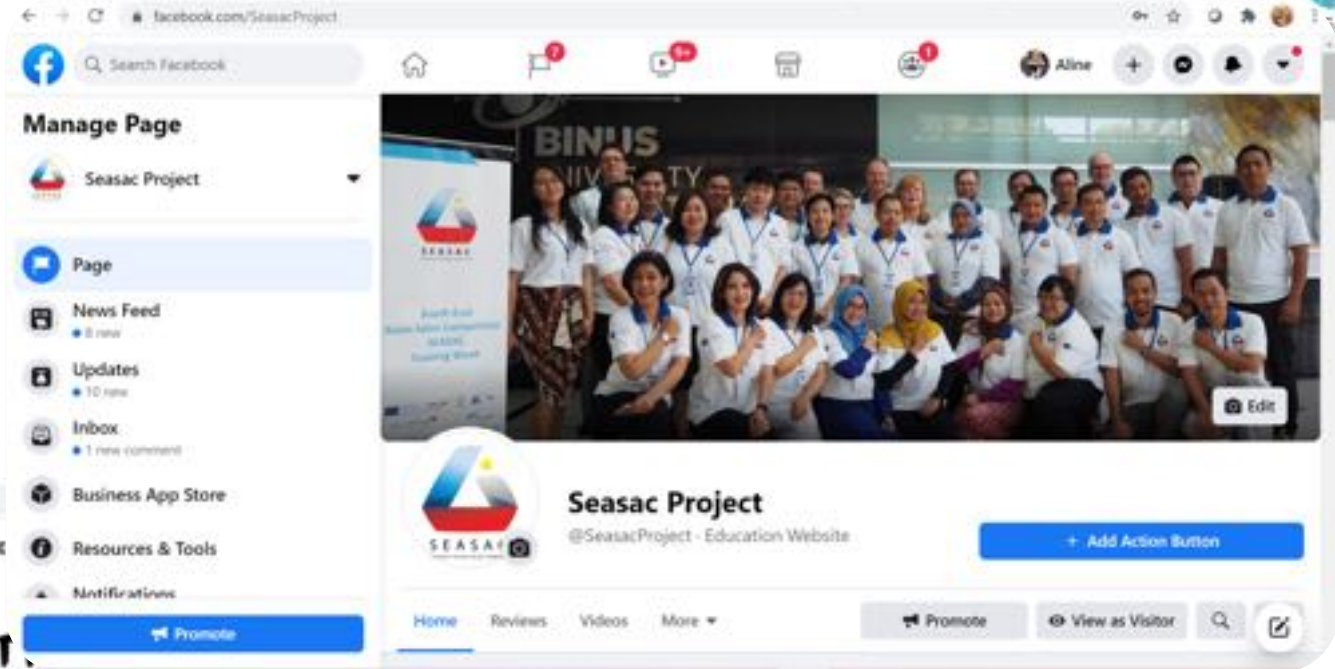
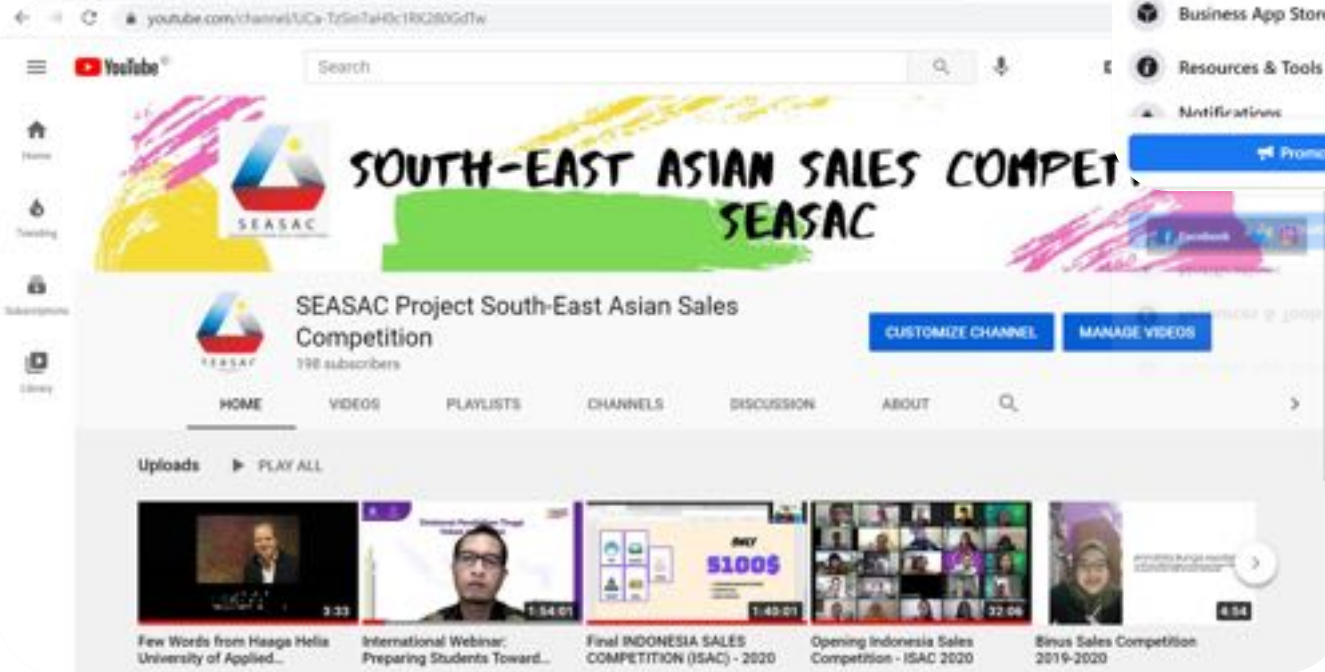
Moderator: Ina Agustini Murnani, Binus University

Supported by:



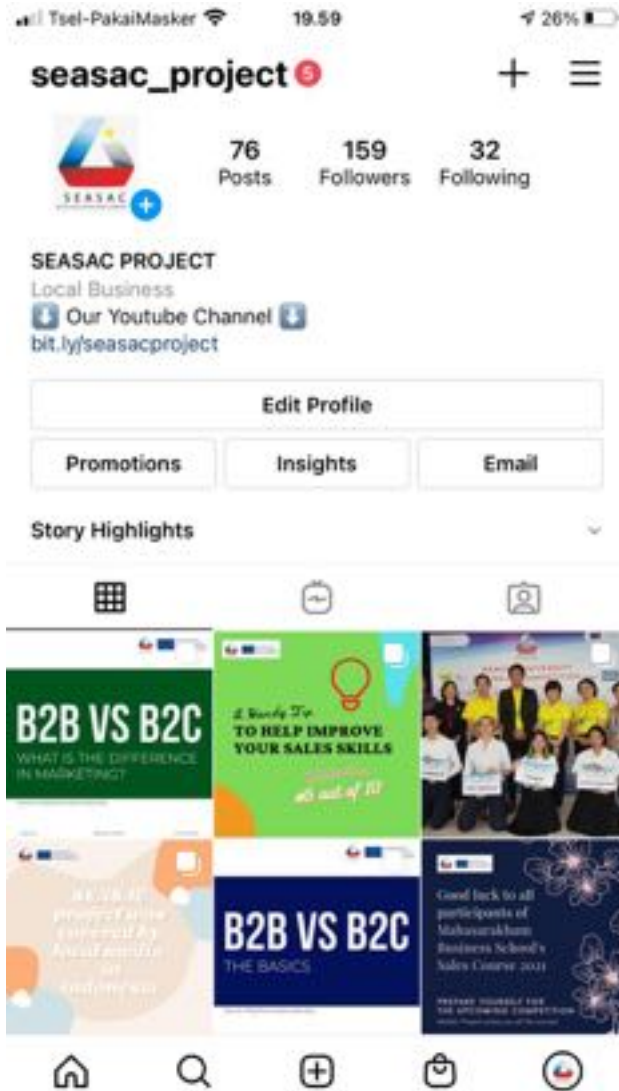
Social Media

Youtube: SEASAC Project South-East Asian Sales Competition



Facebook: Seasac Project

Social Media

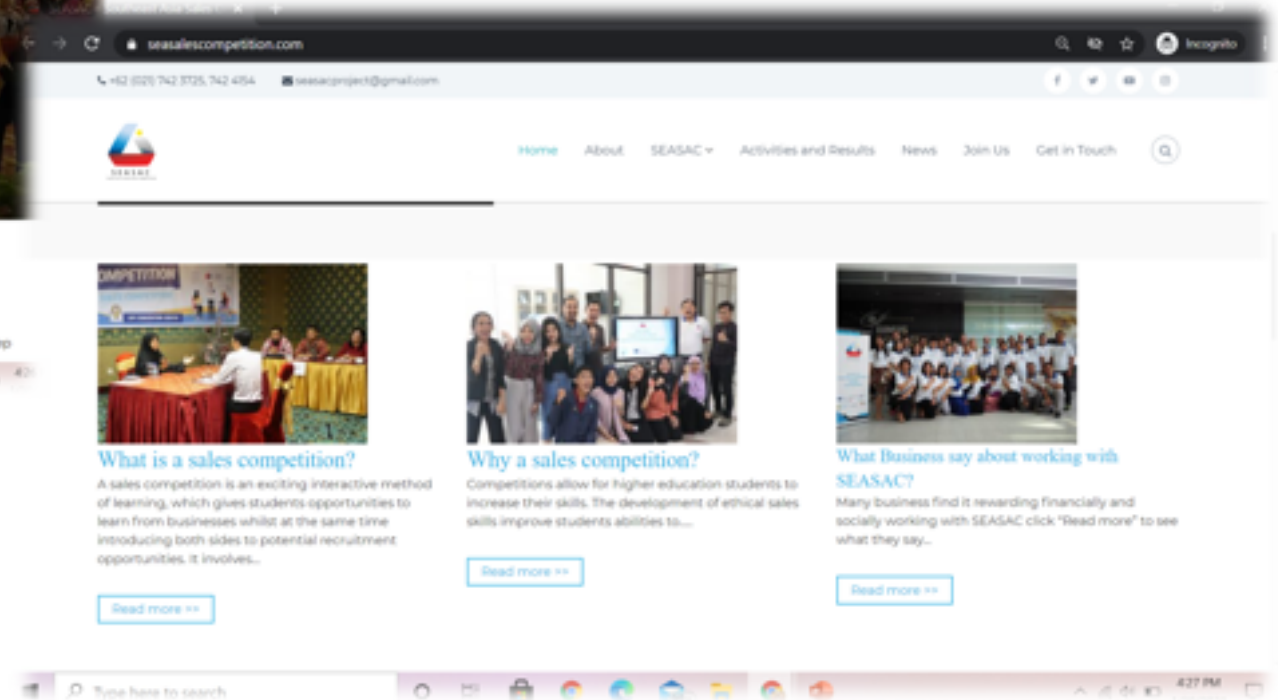
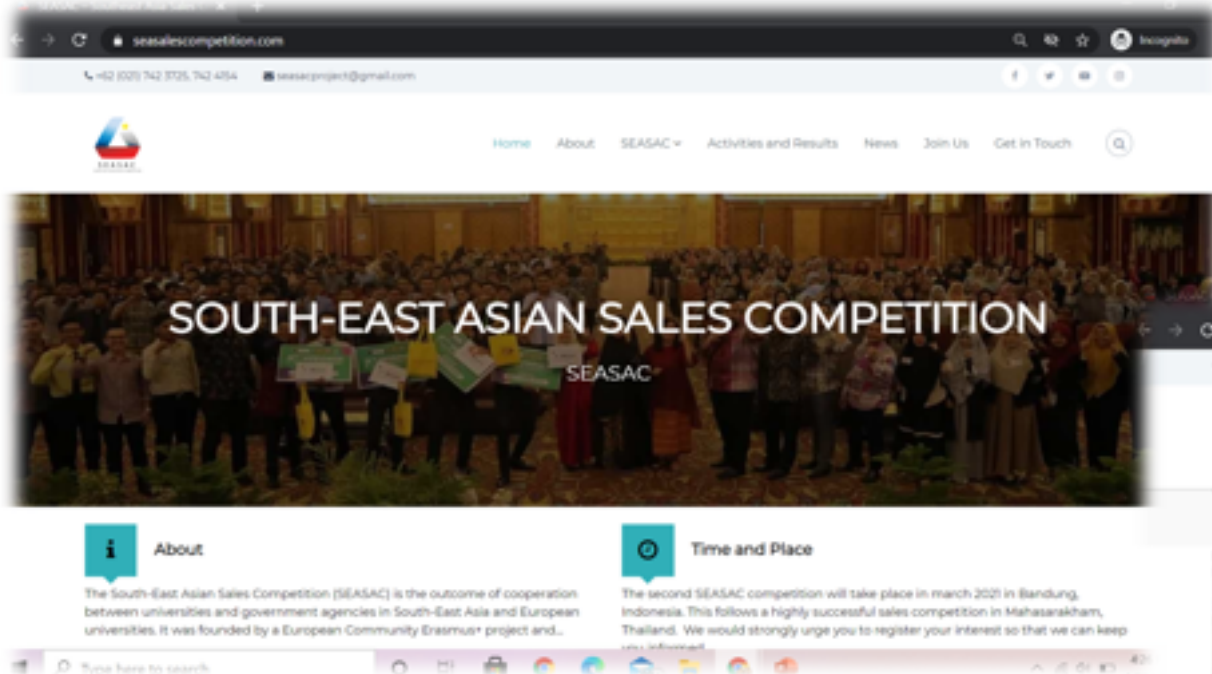


Instagram: @seasac_project



Twitter: @SeasacP

Website (https://seasalescompetition.com/)





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THANK YOU

Email: secretariat@seamolec.org

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