UNIVERSITY OF APPLIED SCIENCES UPPER AUSTRIA

LUCA Leveling Up Commercial Agents

Co-funded by the European Union

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LUCA

Leveling Up Commercial Agents‘ Competencies: Technologisation and Internationalisation of European Commercial Agents

2023-1-AT01-KA220-VET-000159835; 11/2023 – 10/2025

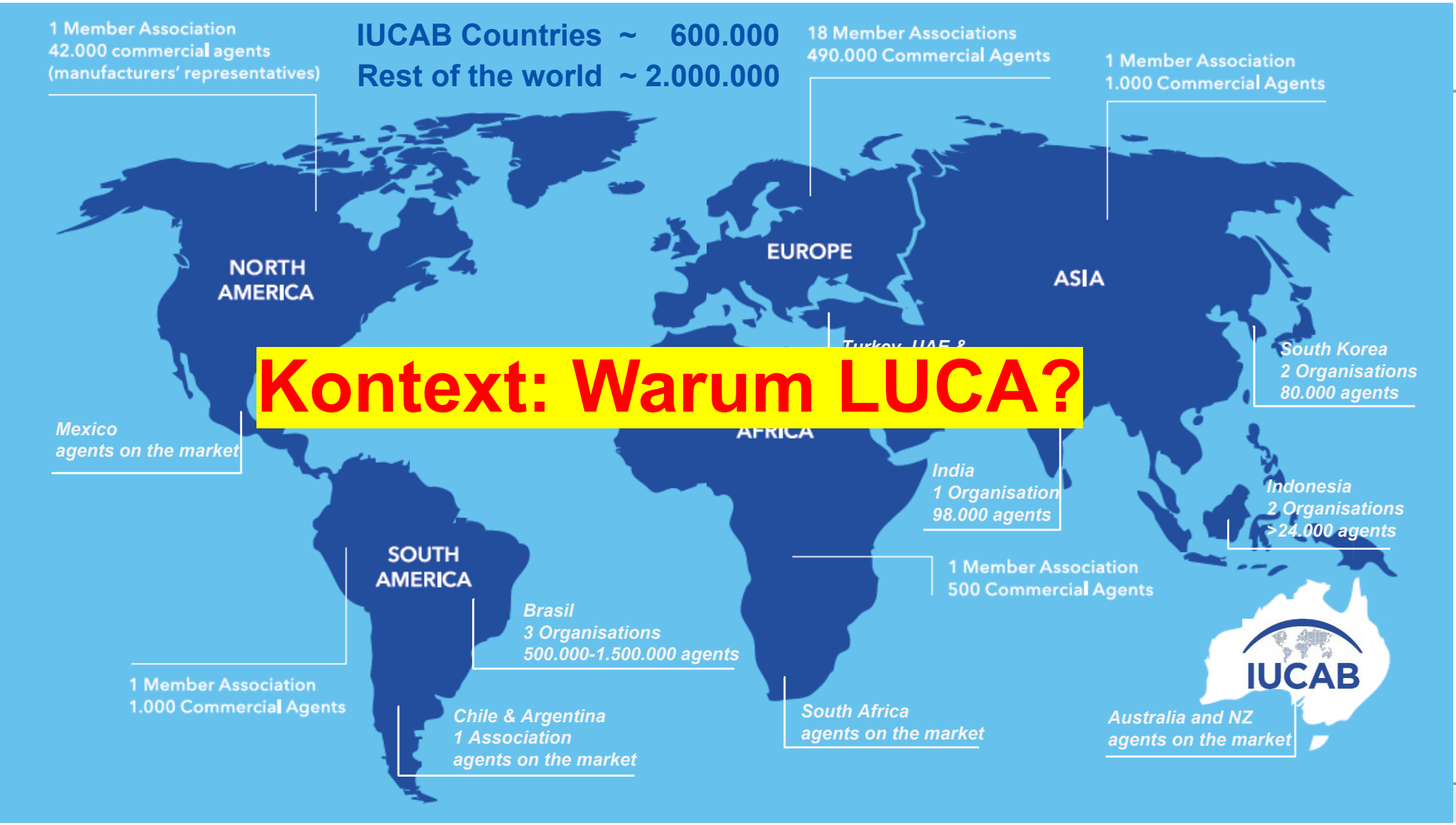
Erasmus+ KA2 2023 – Kooperationspartnerschaften KA220, Berufsbildung, 250k€

IUCAB IÉSEG SCHOOL OF MANAGEMENT AKMI International TheWay STARTUP INCUBATOR

FH Oberösterreich, Fakultät für Management Steyr – 28. Mai 2026

Erasmus+ & ESK Fachtagung | OeAD Wien

HAGENBERG | LINZ | STEYR | WELS


1 Member Association
42.000 commercial agents
(manufacturers' representatives)
IUCAB Countries ~ 600.000
Rest of the world ~ 2.000.000
18 Member Associations
490.000 Commercial Agents
1 Member Association
1.000 Commercial Agents
NORTH AMERICA
EUROPE
ASIA
Kontext: Warum LUCA?
South Korea
2 Organisations
80.000 agents
Mexico
agents on the market
India
1 Organisation
98.000 agents
Indonesia
2 Organisations
>24.000 agents
SOUTH AMERICA
1 Member Association
500 Commercial Agents
Brasil
3 Organisations
500.000-1.500.000 agents
1 Member Association
1.000 Commercial Agents
Chile & Argentina
1 Association
agents on the market
South Africa
agents on the market
IUCAB
Australia and NZ
agents on the market

Zielgruppe: Wer profitiert von LUCA?

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Primäre Zielgruppe

- → Aktive Sales Agents in Europa (alle Altersgruppen, Sektoren)
- → Besonderer Fokus auf ältere, digital weniger erfahrene Agenten

Sekundäre Zielgruppe

- → Nationale Verbände & IUCAB-Mitgliedsorganisationen
- → Weiterbildungseinrichtungen & Hochschulen
- → Berufsschuleinrichtungen (VET-Sektor)

Bedarfserhebung: Evidenzbasiert

- → 2.878 Antworten aus einer europaweiten Online-Befragung
- → Qualitative Interviews in 4 Ländern
- → EQF-Level-Analyse für Handelsagenten (Ziel: EQF 4–5)

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Welche Kompetenzen wurden gestärkt?

Digitale Vertriebskompetenzen – 4 Kernbereiche:

- → Modul 1: Sales in the Digital Era
- Kundenzentriertes Verkaufen | Value Proposition | Tech-Akzeptanz

- → Modul 2: Mastering Digital Lead Generation
- Digitale Leadgewinnung | KI-gestützte Tools (z.B. Apollo.io)

- → Modul 3: Tech-Driven Remote Sales Process
- FAB-Methode | Digitales Storytelling | ChatGPT im Vertrieb

- → Modul 4: Maximizing Client Relationships
- CRM | Social Selling | LinkedIn-Branding | Kundenportfolio

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Die Lernreise: 4 Module, 12 Units

Modularer Aufbau – flexibel einsetzbar

- → 4 Lernmodule (je 3 Units) | 31 Videos | 2 Onboarding-Videos
- → 5 Podcasts | 14 Artikel-Summaries | 1 Prompting-Guide (KI)
- → 4 Comic-Zusammenfassungen (Gamification) | 6 Live Cases

SCORM-kompatible ILIAS-Plattform

- → KI Tools (Nolej, HeyGen): Einsatz, Erfahrung, Grenzen
- → DSGVO-konform | barrierearmer Zugang | Open Access
- → Frei zugänglich: luca.saleseducation.eu

Didaktisches Prinzip:

- → Theorie ➜ Praxisfall ➜ Tool-Demo ➜ Reflexion
- → Jedes Modul endet mit einem gamifizierten Comic-Recap

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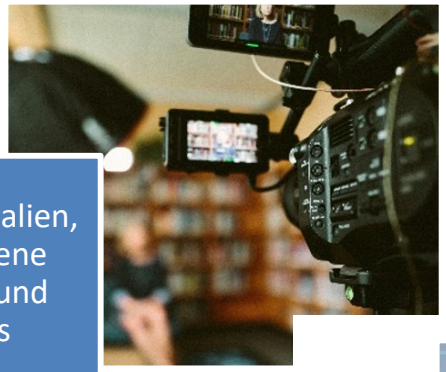
Charakteristiken des Online-Trainings

Real Live Case Studies

Challenges

+ Lösungsansätze

Lernmaterialien, empfohlene Ansätze und Demos

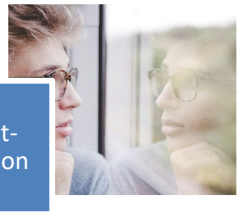


Videos

Podcasts

Inhalte aus Praxis + Technologien (Software)

Selbst-reflexion



Zusatz-material + Cartoons

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Methoden & Innovation – übertragbar?

Innovative Lernmethoden im Einsatz:

- → Live Cases: Reale Vertriebssituationen als Ausgangspunkt
- → Expert Insights: Interviews mit Praktiker:innen
- → Prompting-Guide: KI-Tools direkt im Training anwenden
- → Comics: Gamifizierte Modul-Zusammenfassungen
- → SCORM / Nolej: Lernunterstützung und Reflexion

Übertragbarkeit auf andere Kontexte:

- → Modulares Design ➜ einzelne Units separat nutzbar
- → Offene Lizenz (CC BY-SA 4.0) ➜ Adaption erlaubt
- → Methodik auch für andere Berufsgruppen geeignet

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Konnte ein Kompetenzzuwachs festgestellt werden?

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Pilotphase: 148 Tester:innen aus 6 Ländern

- → Evaluationsfragebögen + qualitative Interviews

Ergebnisse:

- → Bestätigung des Kompetenzzuwachses + Anwendbarkeit im Beruf
- → Deutlich höhere Sicherheit beim Einsatz digitaler Sales-Tools
- → Besseres Verständnis von Social Selling & LinkedIn-Branding

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Dissemination & Reichweite

Gesamtreichweite: >130.000 Personen erreicht

- → LinkedIn (IUCAB & Partner): Tausende Impressionen pro Post
- → Verbands-Newsletter (WKO, IUCAB, USARCI): > 100.000 Empfänger:innen
- → Fachmagazin „CONTACT“ (WKO): 3x Printausgabe, je 10.000 Ex.
- → Nationale Multiplikator-Events (AT, FR, IT, GR)
- → Int. Abschlussevent Porto Sant’Elpidio: >90 Teiln. aus 7 Ländern (inkl. Politik, Verbände, TV-Berichterstattung)

Bedarfserhebung: 2.878 Befragte | Pilotierung: 148 Sales Agents

- → Plattform frei zugänglich: luca.saleseducation.eu

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Nachhaltigkeit & Wirkung

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Was bleibt nach Projektende?

- Lernplattform & Materialien: 2 Jahre weiterbetrieben (FH OÖ)
- IUCAB integriert Inhalte in Verbands-Weiterbildungsprogramme (WKO Ausbildung)
- FH OÖ & universitäre Partner: Implementierung in Sales-Ausbildung

Veränderungen bei Institutionen:

- Alle Partner bauten SCORM-Kompetenz & digitale Didaktik auf
- Neue Routinen in Projektmanagement & transnationaler Kooperation
- Grundlage für europaweites Zertifizierungssystem (IUCAB)
- Materialien frei zugänglich: CC BY-SA 4.0 – offen für Dritte

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LUCA & die Union of Skills

LUCA lebt zentrale Prinzipien der Union of Skills:

- Skills for Jobs: Lerninhalte direkt aus Arbeitsmarktbedarfen (2.878 Befragungen)
- VET-Stärkung: Modulares Format für eine bisher unterversorgte Berufsgruppe
- Digitale Kompetenz: KI, CRM, Social Selling als Kernthemen
- Transnationalität: 5 Partner | 7 assoz. Verbände | 6 Pilotländer
- Open Access & Nachhaltigkeit: CC-Lizenz + laufende Plattform

- Ergebnis: Grundlage für europaweites CoVE im Vertrieb (ERCULES)

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Project 101260656 - ERCULES - ERASMUS-EDU-2025-PEX-COVE

ERCULES Overview

EuROpean Centers for scaling Up VET Learning Excellences in Sales

APRIL 2026 - MARCH 2030

6 COUNTRIES

13 PARTNERS

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CONSORTIUM

Six European COVEs, 13 partners

Centers of Vocational Excellence in the sales sector distributed across Europe

COVE 1: ITALY

- UNIVPM - The Marche Polytechnic University
- UNITE - University of Teramo
- INSIGHT - Insight Srl

COVE 2: FRANCE

- IESEG - School of Management
- VO - Vockam SAS

COVE 3: POLAND

- PUEB - Poznań University of Economics and Business
- WCOFI - Wielkopolska Chamber of Commerce and Industry

COVE 4: DENMARK

- UCN - University College of Northern Denmark
- IN - Intenz

COVE 5: AUSTRIA

- FHOÖ - University of Applied Sciences Upper Austria
- IUCAB - Internationally United Commercial Agents and Brokers

COVE 6: GERMANY

- HNU - Neu-Ulm University of Applied Sciences
- WG&CO - Wanzl GmbH & Co. KgaA

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