



# Regional Key Competencies

- a way to manage structural changes [AT6]

## Meeting the SME's

### *Introduction*

The mission of AMU-Vest is to meet the training and education requirements of companies in the region. Consequently AMU-vest develops and offers a lot of services within these areas for example:

- Supplementary vocational training programmes targeted adult people
- Vocational educations
- Standardized Courses
- Tailor-made courses
- Tests
- Consultancy

The target group is mainly people within the labour force and mainly people in job. Consequently the services are developed in tight cooperation with representatives from the trade and businesses within the scope of AMU-Vest.

In order to cover the companies' actual needs for education and training, it is important for AMU-Vest to be in a tight dialogue with the local businesses. This dialogue may be established in at least four different ways:

- By undertaking canvassing and Customer Relationship Management
- By cooperation with the Local Education Committees
- Through the governing body
- Through formal as well as informal networks

### *Canvassing and Customer Relationship Management*

AMU-Vest has a Marketing and Development Department. The department is lead by a marketing and development manager and employs a development consultant and three key account managers. The key account managers are responsible for establishing new contacts and to maintain and manage existing contacts to the companies.

The key account managers are acting within different lines of business and their working tasks consists of three main areas, namely customer relationship management, sales and consulting. The key account managers are undertaking canvassing and telemarketing in order to establish the initial contact to the companies. During the first contact or visit the key account manager introduces the services offered by AMU-Vest to the company. He also observes the company's need and/or requirements for education and training, as well as he collect some general indications and facts about the trends and changes within the business.

All data are registered in a CRM-system that gives AMU-Vest an overall view over the businesses and their needs for training and education. The key account managers will follow up on the contacts regularly.

Based on the changes in the companies' needs and requirements, the development consultant will form and develop new services to offer.

The Marketing and Development Department also initiates different projects in cooperation with regional companies and public authorities e.g. the municipality of Esbjerg and the local job centre. The objective of the projects is typically to impart unemployed people the necessary skills to be able to undertake a specific job in a company.





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## ***The Local Education Committees***

The committees consist of representatives of employers as well as employees. They function as signal panels that create input to the development process at AMU-Vest. In that way, it is possible to develop services that correspond to the companies' requests.

The committees are also important in AMU-Vests effort to establish relationships with the companies in the region.

## ***The governing body***

The governing body also consists of representatives of employers as well as employees, which gives local companies the opportunity to have an impact on the strategy planning process as well as the daily operation of AMU-Vest.

## ***Formal and informal networks***

AMU-Vest is taking part in a variety of different business networks that are based on different kinds of relationships e.g. personal relationships, vocational relationships etc.

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