



Knowledge

Trainees know ...

- basic business knowledge.
- suppliers and purchasing sources.
- how to handle customer base.
- corporate identity and design.
- an overview of regional price levels.
- how to optimize workshop equipment.
- the difference between costs and pricing.
- product costs analysis.
- how to delegate the work to other professionals.
- about legal framework conditions.
- different types of orders and performance of contracts.
- about warranty regulations.
- about advantages and properties of straw bale building.
- elements of discussion techniques.
- different types of client and their different needs.
- how to communicate with other partners.

Skills

Trainees can ...

- formulate a marketing concept.
- define appropriate and suitable target groups.
- understand the concept of warranty as a marketing instrument.
- recognize customer requirements.
- use resources in the acquisition process efficiently and effectively.
- convey an appropriate corporate identity.
- prepare a quantity measurement.
- calculate and order materials.
- calculate costs.
- submit a building contract.
- optimize the workshop equipment.
- optimize purchase of materials.
- explain the advantages and properties of straw bale buildings.
- understand and explain an offer and compile it according to the terms of reference.
- negotiate with the client.
- organize and lead a building site meeting.
- work in teams.

Competence

Trainees can ...

- understand the commercial contexts.
- understand the necessity of active marketing.
- independently develop and adapt a marketing concept.
- understand the significance of an appropriate corporate identity.
- calculate material and order it according to terms of reference.
- independently develop an offer concept.
- insert skills on the topic of communication.