

Our Philosophy and Approaches
Our partners

Employer Branding
Marketing- and Executive-
Training
Train the Trainer

passion. people. performance.

Our Philosophy:

- Developing employees into successful Brand ambassadors „Made by consultant-net“.
- Guide to let (brand-) strategies, visions and values of customers become real and vivid.
- Consulting focusing on the fields of Change- and Project Management, Training and Coaching – Worldwide.

Our Philosophy – Approach and our Qualification Measures:

We sincerely invite you to interactively discover our Training approaches and qualification measures by following these links :

<http://www.consultant-net.de/approach.en.html>

<http://www.consultant-net.de/qualification.en.html>

Our Philosophy and Approaches in current Publications:

9 Levels use in Service and Sales

<http://www.vertriebszeitung.de/index.php/id-9-levels-of-value-systems-1.html>

<http://www.vertriebszeitung.de/index.php/id-9-levels-of-value-systems-2.html>

9 Levels – Presented by Rainer Krumm

https://www.youtube.com/watch?v=u_nkyduWFLw

Business Talk H.P. Lämmle /

St. Gallen Consulting-Welke Akademie – Sales strategies

<http://www.newsmax.de/vertriebsstrategien-der-zukunft-pressemitteilung98921.html>

Our Partners in Ötztal:

With our long-time partner Ewald Holz knecht of
Alpinschule/Ötztal



<http://www.alpin-guide.at/en/welcome.html>

and the team of Sigi Grüner from Hotel Bergland



<http://www.bergland-soelden.at/en/partner.html>

we have built specific training modules.

Together with you, we design customized Training programs built from effective training measures, interaction with nature and framed in an unforgettable hotel layover.

Our Partners for eventful and interactive Trainings:



Shop - Verleih - Infopoint - Vermittlung

<http://www.alpin-guide.at/en/welcome.html>



<http://www.9levels.de/en/home.html>



<http://www.smp.ch/>



<http://www.bergländ-soelden.at/en/partner.html>



**ZURICH
INTERNATIONAL
BUSINESS SCHOOL**

http://www.zibs.ch/en/corporate/laemmle_61.htm

9 Levels – Training for determination and development of your own and the company's Value System for our Employer Branding Trainings:

Table of Contents – Part 1

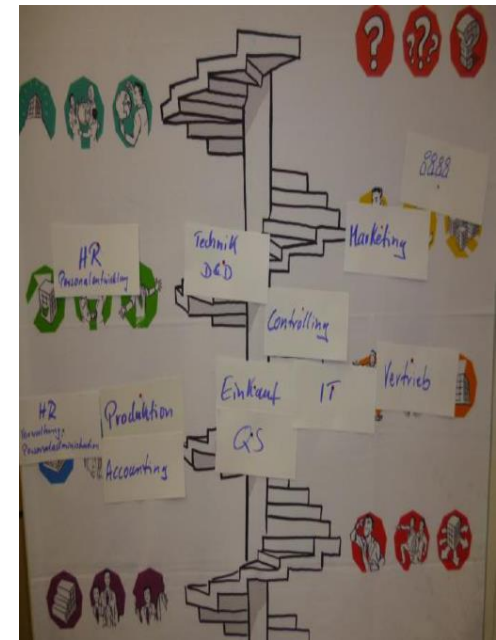
- Us – very typical Us – Part 1
 - Connection of Practice and 9L-Theory –
What do we think of our business?
- Introduction to the 9 Levels
 - Values & Corporate Culture
 - The psychological layers according to Robert Dilts
 - CEO-Studies and Graves Psychology
 - Life World & Value Systems
 - Presentation of the Levels via Case Studies



9 Levels – Training for determination and development of your own and the company's Value System for our Employer Branding Trainings:

Table of Contents – Part 2

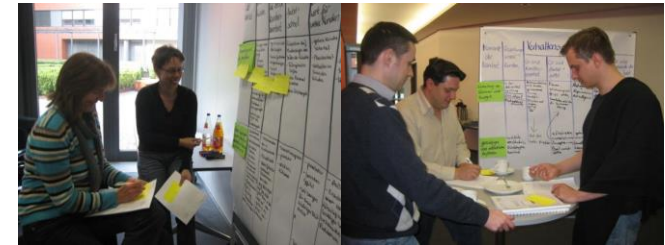
- 9 Levels in Enterprises
 - Examples for individual Levels from everyday business life
 - Task Case Studies
 - Which approaches for which levels do you recognize?
 - Where do you see your customers in this system?
- US – very typical US – Part 2
- Target Development & Change Management
- Action Plan & Feedback Session



Employer Branding – Training Brand Ambassadors:

What is your benefit?

- Developing employees into successful Brand ambassadors „Made by consultant-net“
- „If your employees live the brand, your competition will experience something!“
- Together we work out the desired traits and behaviors derived from your brand image.
- These unique traits can then be sent to your customers by you and your employees.
- Process which leads from Brand formulation to Brand conveying and Brand success!



We turn your customers into Brand ambassadors of your Business!



Employer Branding – Training Brand Ambassadors:

Topics Focus

- Brand formulation and strategies/ Conveying Brand values
- Doing what? Doing how? => Brand-consistent employee behavior
- Customer Relationship Management in Sales and After Sales

Methodical Proceeding

- KNOW HOW => Conveying of Brand knowledge
- LEAD + DO => Training of Brand action
- EXPERIENCE => Creation of Brand experiences

Target Group

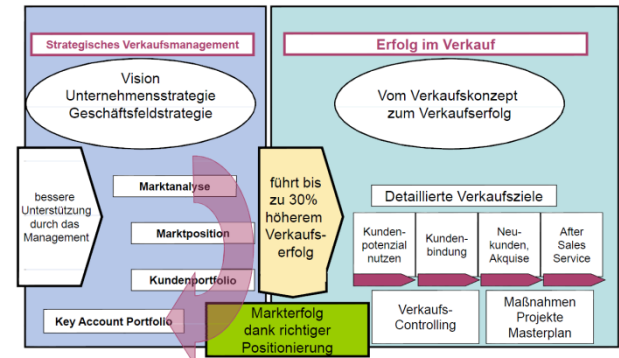
- Entrepreneurs, CEOs and Executives plus employees with Customer contact in Sales and After Sales.



Sales Management and Strategy Training:

Key Subjects

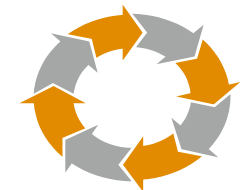
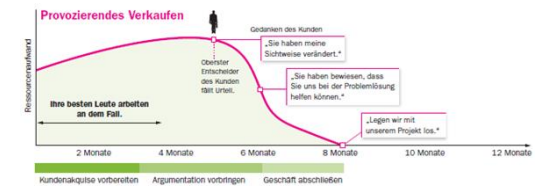
- Sales as a part of Management
 - The role of Sales in the context of an integral management
 - Sales as a central function and philosophy
 - Integration of Sales as a component of a modern Marketing culture
- Redesigning the Sales policy
 - Foresightful mastering of structural change, price fight, cutthroat competition
 - Development from Product seller to a provider of service concepts and problem solutions
 - Forcing net Product intensity
 - Commercial success due to orientation to Customer benefit



Sales Management and Strategy Training:

Key Subjects

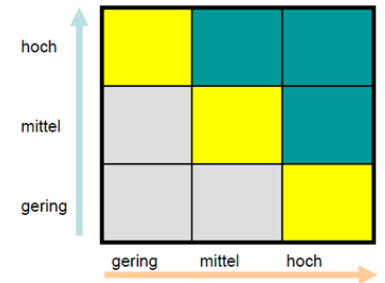
- Sales Strategy
 - Instruments and methods of a Sales strategy
 - Analyzing Customer needs
 - Market segmentation models and portfolio management in Sales
 - Central analyses, empirical knowledge
 - Options and variations when formulating the Sales strategy
 - Developing a Sales strategy based on structured tools from the Consulting practice
- Developing a Sales concept to
 - make better use of the potential of existing customers
 - enable the targeted acquisition of new customers
 - Optimize Customer relationships with Customer Satisfaction Management



Sales Management and Strategy Training:

Key Subjects

- How to develop a catchy Sales concept?
 - Strategic positioning of a Product / Market segment
 - Sales process: from Market presence to Market success
 - Core competences and key factors in Sales
 - Conceptionally planning Sales success in advance
 - The meaning of Sales tracks



Marketing-orientiertes Zusammenwirken
KAM, Verkauf und Produktmanagement

- Key Account Management
 - The rules of a successful Key Account Management
 - Tasks and methods of the modern Key Account Management

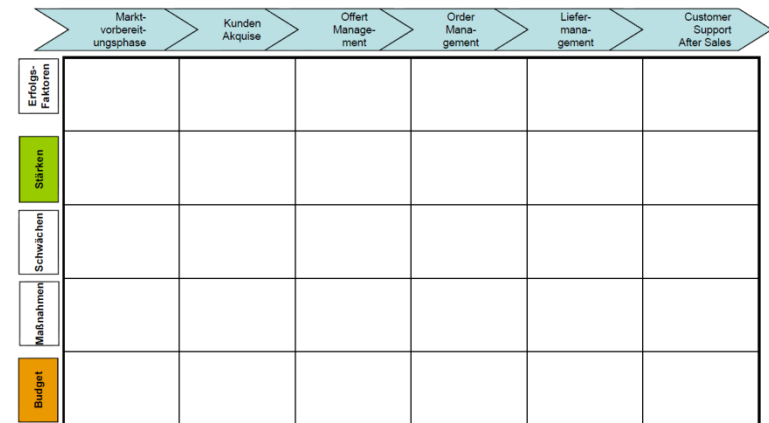


Sales Management and Strategy Training:

Key Subjects

- Sales controlling, Sales leading
 - Planning, budgeting and controlling in Sales
 - Business plan: quantifying the Sales concept
 - Organizing the Sales department: new structural forms for more market firepower
 - Why Sales concepts fail in practice
 - The Implementation model

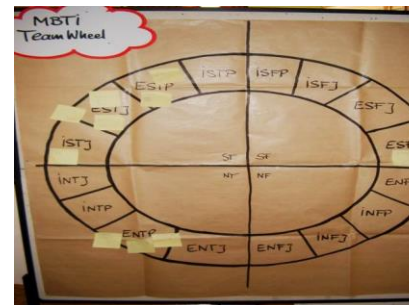
- Success due to Sales power
 - The person responsible for Sales as a coach
 - Being proud to be a seller
 - Power Selling



Team building: Training of the Sales, Service and In-House Staff:

Target Audience

- Sales directors, Service directors und Back Office Executives who want to bring their departments together again and want to be perceived as a team by the customer
- Service and Sales teams which have the same customers in focus
- CEOs and Area managers who want to optimize Sales



Team building: Training of the Sales, Service and In-House Staff:

Concept

- Who does the selling in your business? Sales of course. Looking closer, this answer is not entirely accurate. Numerous companies realize that the salesman has one or two contacts per year at best, while back office and service is in close contact with the customer much more frequently.
- In this case the ongoing contacts of back office and service decide, among others, whether the salesman will be welcome at the next order or sales pitch or will be rejected.
- Once the meaning of back office and service has been recognized for the success of sales, a central question quickly arises: „What do we have to do to optimize the sales performance of the two fields? “
- This seminar demonstrates how to do it. It shows how back office and service can be appropriately structured and how the interface to sales can be optimized.

Team building: Training of the Sales, Service and In-House Staff:

Key Subjects - Day 1: Back Office and Service as a Sales Function

- Improved cooperation and coordination of back office and field service
 - Disclose mutual needs and expectations of back office and field service
 - Remove conflicts and „friction losses“: information deficits and lack of coordination, uncertain responsibilities, different goals and incentive models
- Back office as an active sales function
 - From passive order fulfillment to active service and sales organization
 - Use cross selling potentials - C-customer-management
 - New core tasks of back office: Appointments, control of open offers, order fulfillment, complaints and contact care of customers

Team building: Training of the Sales, Service and In-House Staff:

Key Subjects – Day 2: Aim Structures and Processes directly at the Customer

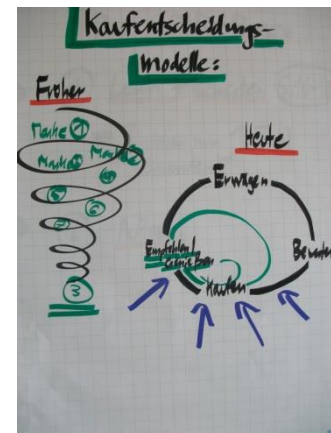
- Efficient collaboration of Back Office, Service and Sales
 - Clearly define task sharing and roles of collaboration
 - Creation of common goals
 - Create a mutual understanding for concerns and restrictions
- Create structures, processes and systems for a successful interaction of back office and Sales
 - Cross-departmental and efficient Sales processes
 - Coordinated deployment of CRM systems and customer retention by means of After Sales and Key Account Management in the back office
 - Harmonization of the incentive systems of back office, Service and Sales



Train the Trainer: Training for Executives and prospective Trainers to convey Contents:

Bullet points for the Learning Content:

- Tasks of a trainer
- Building of different training sequences
- Methods and didactic tricks for establishing an exciting learning atmosphere
- Construction of a specific training program
- Dealing with complicated situations
- Adaptation of trainings to everyday life
- Self-motivation methods
- Coping with stress
- Going live
- Repetition, action plan and feedback



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