



MTI



Performance Portfolio

MACHWÜRTH TEAM INTERNATIONAL

Training & Consultancy

Management & Leadership

Marketing & Sales

Customer Service

Project Management

Teambuilding & Outdoor

E-Learning Programs

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About Us

MACHWÜRTH TEAM International Overview

Since 1989 MTI (MACHWUERTH TEAM International) has worked in training and consulting and is specialised in the sectors sales, consumer orientation and management. MTI is the global organisation of MACHWUERTH TEAM GmbH. Using training as an enabler, projects focus on delivering quantitative and qualitative results.

With over 450 consultants in more than 40 countries MTI has the ability to deliver workshops in 30 different languages. The consultants are business people working with multinational clients to carry out sales and marketing assignments globally, using a common methodology approach. The highly experienced consultant team has a strong sales and business background, is market focussed and can deliver in English or the local language.

MACHWÜRTH TEAM International is working in pan-European and worldwide projects for their clients. Clients work with MTI because of its customized approach. Solutions to business challenges use a mixture of business understanding, research and a modular training approach.

The worldwide activities are steered by the Head Office in Germany. MTI has successfully conducted over 2,500 projects with over 1 million participants in the past 25 years.

Our Philosophy

- We support companies in all branches of business and all sizes to achieve their company goals with competent and committed employees.
- We offer our customers expert consulting and dependable support in companies striving for process changes.
- Our methods are customer oriented in line with their actual needs which are ascertained through a situation analysis on site.
- We accompany our customers through the process of the intended change and personnel development from the problem analysis up to checking the results. We understand ourselves as partners. We work out the path to change together with our customers and look after our clients meticulously and self-critically.
- We understand the team thought as a respectful and fair dealing with people at all times.

Our locations:

The Machwüth Team cooperates with 450 trainers and consultants worldwide and supports clients in the development of the organisation.

- | | | |
|-------------------|-------------|-----------------------|
| Argentina | Greece | Portugal |
| Australia | Hungary | Romania |
| Austria | India | Russia |
| Brazil | Italy | Serbia and Montenegro |
| Czech Republic | Japan | Singapore |
| Chile | Korea | Slovakia |
| China / Hong Kong | Lithuania | Spain |
| Croatia | Malaysia | Switzerland |
| Denmark | Mexico | Taiwan |
| England | Netherlands | Thailand |
| Finland | Nigeria | United Arab Emirates |
| France | Norway | USA / Canada |
| Germany | Poland | |



The languages:

The trainer and consultants of the Machwüth Teams deliver trainings in more than 30 languages.

European and Middle East

Czech	Greek	Romanian
Croatian	Hungarian	Russian
Danish	Italian	Serbian
Dutch	Lithuanian	Slovak
English	Norwegian	Spanish
Finnish	Polish	Swedish
French	Portuguese	
German		

Asia/Pacific

Bahasa Indonesia	Japanese
Bahasa Malay	Korean
Cantonese	Mandarin
English	Taiwanese
Hindi	Thai

America

English
Spanish
Portuguese

Should the trainings be desired in any other language, we will gladly arrange a suitable consultant, who is able to conduct the training accordingly.



Sales

Overview

1. Teleselling

Active teleselling, inbound and outbound, is the key to jumpstart successful customer relationships and to increase business done with existing customers. This highly interactive course concentrates on the skills required to be more successful in selling to customers on telephone selling campaigns. The format of the course provides participants with the opportunity to put their skills to work immediately and to enjoy the results achieved by implementing the new techniques and skills.

2. Active Selling

This course is designed to provide sales executives and sales managers with the fundamental consultative selling skills to help them sell more effectively. It provides participants with skills to conduct an effective business issue and result oriented approach to the customer. Its structured and repeatable methodology is well suited for winning complex and competitive existing and new sales opportunities. In addition the course focuses on developing the business understanding required to develop accounts profitably. Participants also learn to concentrate on the important aspects of pre-call planning and preparation and on having a structured approach to the meeting with decision makers in the customer's organisation. Web-based training modules are offered to prepare participants for this workshop in order to achieve the highest level of effectiveness during the course.

3. Prospecting – Winning New Customers

Highly effective prospecting skills are the basis to win new customers and to gain access to high level decision makers. This course focuses on developing compelling customer value propositions that will help sales executives and sales managers to open doors to new customers and to become more confident and more successful in gaining appointments and in building new customer contacts at a higher level.

Implementation

1. Teleselling

Target Audience

Everyone involved in telesales, sales support and customer service

Duration

2 days plus 1 day live practice session

2. Active Selling

Target Audience

All sales functions

Duration

2 days

3. Prospecting - Winning New Customers

Target Audience

Sales Executives, Sales Managers and Territory Sales Managers

Duration

2 days



Overview

4. Strategic Account Development

This module introduces skills and strategies to develop successful long term relationships and profitable business with large existing accounts. This programme also concentrates on skills and techniques required for handling more complex sales cycles. It arms the sales team with effective and proven methods to leverage products and services across all targeted business units within large accounts. In addition a close look is taken at the sales processes required to support effective account development strategies and to develop new relationships at a higher level within existing accounts.

5. Developing and Delivering Compelling Sales Presentations and Proposals

This training module is designed to help participants plan for, prepare and carry out professional compelling sales presentations. It also focuses on getting the key influencers to attend the presentation and how to handle group sales situations more effectively. In addition the module also covers important aspects to consider when developing and writing proposals and how to present the proposal in the most compelling way. The course is also aimed at participants who regularly give sales presentations to large customers or key customers where a strategic worldwide relationship needs to be developed.

6. Team Selling

This training introduces skills and strategies teams can use to develop successful relationships with their customers. It gives all members of the sales team the opportunity to analyse and improve sales processes and to develop a framework on how the sales team will work together most effectively as a team during the whole sales cycle and to provide more value to internal and external customers.

Implementation

4. Strategic Account Development

Target Audience
GSMs, LAMs and everyone involved in account management and account development

Duration
2 days

5. Developing and Delivering Compelling Sales Presentations and Proposals

Target Audience
All sales functions involved in the development and delivery of sales presentations and proposals

Duration
3 days (2 days plus 1 day presentation and video training)

6. Team Selling

Target Audience
Whole sales teams attend this course together

Duration
2 days

Overview**7. Negotiation**

This course is designed for experienced sales people and managers who must negotiate rates, terms and conditions of a sale in a highly competitive environment. After having participated in the course, participants will be able to negotiate more profitable business deals for the organisation and at the same time maintain positive and fair relationships with their customers. Participants will also be introduced to concepts and techniques that allow them to increase and win higher rates for new business opportunities by negotiating outcomes that create clear value for their customers.

8. Value Selling

Understanding the influence and buying decisions of senior level executives is key for sales. Only if a salesperson understands the decision maker's perspective can she/he influence the buying process and tailor the selling process accordingly. Value Selling concentrates on the identification of the customer's key value drivers and on innovative ways to address them when talking to senior level executives and higher level decision makers. This course is ideal for sales professionals who need to create compelling business cases for working with the company and for discussing business results and financial impact with their customers. Participants will also work on an approach to identify appropriate metrics and create compelling business cases for new and existing customers.

9. Sales Planning

Sales planning is one of the most valuable sales tools to ensure that resources in sales are put to work effectively and sales activities and people are aligned with the organisation's sales strategy. Sales planning helps to focus the sales teams' knowledge, skills and relationships into a well organised and disciplined sales plan. During this workshop, participants are introduced to the concept of sales planning and on how to plan their resources based on the planned or desired output. After completing the workshop each participant will have a completed sales plan, ready to be implemented during the next six months period.

Implementation**7. Negotiation**

Target Audience
Experienced Sales Executives, Sales Managers, LAMs, GSMs and TSMs
Tender Managers

Duration
2 days

8. Value Selling

Target Audience
Experienced Sales Executives, Sales Managers, LAMs, GSMs and TSMs

Duration
2 days

9. Sales Planning

Target Audience
Experienced Sales Executives, Sales Managers, LAMs, TSMs and HMS

Duration
2 days

Overview

10. Global Account Program (GAP)

The Global Account Program is a highly interactive one-week program for senior level GSMs who have a keen interest in achieving the next level of global sales excellence and want to take the opportunity to explore the concept of global account management. Having participated in this program, GSMs will have developed the strategic and analytical skills required for managing global customer relationships effectively. They will also be able to manage global account relationships and the teams required to support these relationships. The program also concentrates on the development of cross-cultural communication and on adopting the skills and approaches to sell to global purchasing directors and decision makers.

11. DISC® - Sales Training

Selling is a unique interpersonal interaction. Failures can occur not only because of the product or the service itself. Also the personality of the salesperson can influence the sales process directly. The DISC®-strategy workshop takes all important aspects of a sales process into account and helps you to develop a global sales strategy. We all have a certain way of behaving, which influences our feelings, thoughts and actions. If the personal strengths of the salesperson do not find favour with the customer, he may not recognize the advantages of your product. The objectives of this training are to open up the communication between the salesperson and the customer, so that personal objectives and the objectives of the customer can be reached on a common basis.

12. Dealing with Difficult Customers and Complaints

The discussion in customer service is a contact between people exposed to permanent tensions. The first contact presents a psychological demand on the salesperson. Especially in complaint and reclamation situations, confrontations are often unavoidable. Negative feelings and views remain with the salesman as well with the customer.

Implementation

10. Global Account Program (GAP)

Target Audience
GSMs, Business Development Managers

Duration
5 days

11. DISC® - Sales Training

Target Audience
All sales functions

Duration
2 days

12. Dealing with Difficult Customers and Complaints

Target Audience
All sales functions, operations, CS

Duration
2 days

Overview

13. Body Language for Salespeople

A good atmosphere is the most important prerequisite for effective and result orientated consultancy. Here, the body language plays a decisive role. Understanding and paying regard to the body signals of the customer and a coherent, confident and contact encouraging body language of the consultant quickly enable an agreeable, relaxed and successful consulting conversation for both sides. Therefore the focus of this training is on creating and strengthening a positive customer relationship in consultancy and sales talks as well as the lasting improvement of the quality of the relationship through the meaningful application of simple but highly efficient techniques.

14. Management of Customer Relationships

To be successful, your enterprise needs a sustainable competitive advantage that makes you stand out as a top company with which to do business. Yet, with the rapidly changing pace of business today, it takes more than your products, promotions, or pricing to differentiate your company from competition. To find a sustainable advantage, you must develop customer loyalty, build and maintain long-term relationships with your customers. You have to take a closer look at the relationship and the moment of contact itself. Last but not least your attitude and style in customer approach is the key. This workshop shows how you can improve the relationship with your customers by developing emotional and conversational skills in order to support your company's success. The global aim is to transform customer satisfaction into a permanent competitive advantage. Therefore you must regularly exceed customer expectations and manage service levels to ensure that commitments are met on time, every time. The idea of CRM is that it helps businesses use technology and human resources to gain insight into the behaviour of customers and to recognise the value of customer relationships. This training should enable you and your colleagues to fulfil your customers' expectations by developing the power of persuasion and a special sensitivity for your clients.

Implementation

13. Body Language For Salespeople

Target Audience
All sales functions

Duration
2 days

14. Management of Customer Relationships

Target Audience
All sales functions

Duration
2 days

Overview

15. Self-Management for Salespeople

Time for the essential is time for the planning of success. Activities and operational stress eat the working day. Discipline and good self-organisation structure the daily business and open spaces for planning and concentrating on the essential tasks. In this training, the essential principles for a successful management of one's own time are worked out individually so that concrete changes can be tested directly on each participant after the training. Based on this preparation, practical cases are discussed in the workshop and solutions are developed.

16. Intercultural Awareness in Sales and Service

In times of the globalisation of markets many firms have experienced limited success in the areas of international and cross-cultural management. Indeed today, many companies acknowledge that the cultural diversity of the international marketplace has led to increased intercultural communication problems. A lot of business negotiations fail. Anecdotal evidence suggests that the response of every organisation to the overwhelming complexities of managing intercultural interactions is to drive out the differences by learning how to behave in foreign countries and in the presence of foreign business partners. So being successful in doing international business, especially in doing sales and services, requires detailed information of all forms of intercultural communication forms, habits and customs. The role of culture in international business is now recognised as having a major impact on international sales and management. It is absolutely necessary to develop a comprehensive understanding of foreign communication and working styles, forms of behaviour and moral concepts. For those who deal with partners in other countries a comprehensive knowledge of different ethnics and cultures is important for breaking down barriers. Therefore the focus of this workshop is on those skills business people need to function effectively in dealing with foreign business partners. Topics like socialising, negotiating, giving presentations are clearly explained.

Implementation

15. Self-Management for Salespeople

Target Audience
All sales functions

Duration
2 days

16. Intercultural Awareness in Sales and Service

Target Audience
All sales functions

Duration
2 days

Operations

Overview

1. Telephone Training

Your employee on the phone is your acoustic business card. The communication on the phone forms the competency and image of your company. Through professional telephoning, you actively shape your customer relationship – from the first contact up to a long-term partnership. Apart from comprehensive expert knowledge and profound product knowledge: friendliness, service orientation and customer orientation on the phone are your deciding competitive advantage. People who have this key qualification, are the ones who can adequately advise their conversational partners. This telephone training results in being able to convince in individual and goal-oriented telephone conversations and optimally handle telephone contacts.

2. Customer Orientated Correspondence

Employees often find it difficult to write a customer related letter. Besides the direct contact and respectively telephone contact, the written contact as a letter or e-mail is considered a most important medium in binding and winning customers. In the areas of service, complaints or sales, a correct exposure to this medium is therefore indispensable in order to guarantee a successful and long-term customer loyalty. The goal of the training consists of conveying to the participants a modern format and an active, service orientated style of writing. In doing so, personally addressing the customer is extremely important. The participants should learn to avoid antiquated and bureaucratic expressions and ensure themselves a competent reputation vis-à-vis the customer.

3. Dealing With Complaints

All relevant staff must be able to recognise a complaint and know what to do when it is received. It is important to recognise that, in any organisation of size, a great number of people may receive a complaint, especially those who are in permanent contact with the company's customers. Robust and credible procedures need to be in place to ensure that all staff facing customers receive appropriate complaint recognition and complaint handling training. Therefore the participants should learn how to react in case of a complaint, how to satisfy angry customers and how to solve problems the best way.

Implementation

1. Telephone Training

Target Audience

This training is aimed at employees, who are often in telephone contact. Also trainees and entrants have the chance here to lose their timidness of professionally phoning.

Duration

1 day

2. Customer Orientated Correspondence

Target Audience

This training is aimed at employees, who are often in written contact. Also trainees and entrants have the chance to improve their writing skills.

Duration

1 day

3. Dealing With Complaints

Target Audience

The training is especially designed for personnel handling complaints in companies, complaints managers, compliance and risk managers and anyone else involved in managing complaints.

Duration

2 days

Overview

4. Frontline Service

Many organisations have attempted to automate many routine interactions with their customers, because face-to-face customer service is the most labour-intensive, expensive, and risky way to do business with consumers. As is often demonstrated in the media, one bad employee or one bad consumer can ruin a day for many other employees and consumers. Therefore the objective of this course is to enhance the customer service and selling skills of your frontline servicing staff. Participants should learn how to behave best in front of the customers concerning their needs, demands and wishes in order to improve and consolidate the relationship between company and customer.

Implementation

4. Frontline Service

Target Audience

The training is for staff with responsibility for offering service to external customers e.g. customer service representatives, marketing executives, salespeople, retail and call centre staff, who are interested in making a significant contribution to their company's image or bottom line, making their own lives easier and improving customer relationships for a better company performance.

Duration

2 days

Management

Overview

1. Sales Leadership I + II

This course is aimed at new and experienced sales managers who operate in highly competitive sales environments. Sales Leadership programmes will establish a solid foundation to support the on-going development, communication and implementation of sales strategies and tactics necessary to meet a company's strategic objectives. It equips everyone involved in sales management with a framework, the processes and the skills that are critical to mobilise the team around common goals in order to meet the strategic and financial objectives of the organisation. The course also provides Heads of Marketing & Sales and TSMs with the skill to analyse, plan and monitor the activities of the sales team. It also addresses the manager's role in relationships to successfully work with other teams.

2. Leadership Training I

This training focuses on topics like business excellence, reinforcement and development of the management competency, goal setting and implementing one's will. The participants learn to understand the co-operation of the action elements in the organisational structure. They analyse the influence of internal and external factors on the leadership action and learn to deal with complexity and uncertainty. They develop their capacity to act in difficult and in contradictory situations. They learn to analytically penetrate a strategic problem and develop entrepreneurial action concepts (Strategic Competence).

3. Leadership Training II "Leadership Skills"

Good leaders are respected and followed for their personal attributes, leadership skills, values, attitudes and actions. This course will enable the participants to identify and develop leadership skills, to motivate team members by adopting assertive behaviour, to manage problems and conflicts effectively and professionally, to build up teamwork and co-operation with others to achieve peak performance and to lead rather than manage. This training covers the profile of an effective leader, important leadership skills and attributes and efficient team motivation.

Implementation

1. Sales Leadership I + II

Target Audience
TSMs, Head of Marketing and Sales
Business Unit Managers

Duration
2 day

2. Leadership Training I

Target Audience
Business Development Managers
Business Unit Managers

Duration
3 days

3. Leadership Training II "Leadership Skills"

Target Audience
Business Development Managers
Business Unit Managers

Duration
3 days

Overview

4. Management By Objectives

Management By objectives (MBO) is a systematic and organized approach that allows management to focus on achievable goals and to attain the best possible results from available resources. It aims to increase organizational performance by aligning goals and subordinate objectives throughout the organization. Ideally, employees get strong input to identify their objectives, time lines for completion, etc. MBO includes ongoing tracking and feedback in the process to reach objectives. The principle behind MBO is to make sure that everybody within the organization has a clear understanding of the aims of that organization, as well as awareness of their own responsibilities in achieving those aims. The complete MBO system is to get managers and empowered employees acting to implement and achieve their plans, which automatically achieve those of the organization.

5. Conflict Management and Decision Making Techniques

Whenever people live or work together, conflicts arise. They are also bound to occur repeatedly in good relationships. These conflicts are expressed openly or sometimes subliminally in the form of irritation. They are frequently not perceived or swept under the carpet. In one way or another they affect the work situation. Conflicts have not only a destructive but also a creative power. They can bring errors to light and bring about positive changes for all concerned. Conflicts demand decisions and thus support the lasting and successful solution process. The application of structured decision-making techniques facilitates the successful reaching and implementation of decisions in reasonable time. The participants learn how to recognise subliminal conflicts, how to address them and how to make a positive contribution to their solution.

Implementation

4. Management By Objectives

Target Audience
Business Development Managers
Business Unit Managers

Duration
2 days

5. Conflict Management and Decision Making Techniques

Target Audience
HMS, Business Unit Managers, HOO,
HRMs

Duration
1 day

Overview

6. The Manager as a Change Manager

Changes in a company are only effective if they are accepted and lived. The seminar conveys an understanding for organisational and psychological interrelations for managing change. It shows you how to plan change in advance and implement it together with your employees. You build up your own leadership competence for the difficult phases of alteration and reflect the tasks of leadership in a company's development processes so that change processes in the company can be implemented with your own resources – and indeed at all levels: of the individual, of the team and the organisation.

7. The Manager as a Coach

Good managers are only formed and created by good managers! According to this, leadership today means encouraging and challenging, not doing but making it possible and is "Personnel development on the spot". At the same time, coaching far exceeds the employee development through know-how transfer and employee, or agreement on objectives, meetings. Coaching forms "personality" and it demands "personality". It is just – as Wolfgang Looss formulated – "Coping with problems in private". Therefore coaching is rather seen as a long-term process, which leads to the goal in systematic, small steps. How these steps can be seen and respectively, to what extent you can also work on yourself, will be conveyed to you in this seminar.

8. Leading Teams

Establishing and controlling teamwork is a leadership role. Its aim is to control the organisation of business processes and employees so that efficiency and self-organisation create teamwork. The leadership role as a leader and organiser of a team calls for a new understanding of leading. It's not about leading individuals but dealing with groups and understanding and using their dynamic. The participants know the differences in leading a team compared to the leadership of individual employees. They understand the mechanisms that affect teams and have more certainty to lead a team on the business process level as well as on a social-psychological level.

Implementation

6. The Manager as a Change Manager

Target Audience
Business Development Managers

Duration
3 days

7. The Manager as a Coach

Target Audience
Business Development Managers

Duration
3 days

8. Leading Teams

Target Audience
Middle management, project managers and junior managers.

Duration
2 days

Business Skills

Overview

1. Project Management

The expectations on management regarding the realisation of special assignments on schedule and cost effectively have risen enormously. In this qualification string, managers and project managers experience all the essential basics for the successful realisation of projects. With the aid of a case study, the contents compiled are put to the test in a "safe" environment and reflected upon as well as exercises dealing with the typical, always recurring problems in project work. You deepen your knowledge of project management and develop ideas and appropriate mechanisms for your own work by working together in a group.

2. Meeting Management

Do you consider discussions to be boring? Much is spoken and time is wasted, that could be used better in a different way? And however discussions are necessary and have a clear function in the business: discussions inform, problems are discussed and decisions are worked out. Many group-conversations, discussions and sessions miss their purpose because the intent is neither clear, nor the course tightly is steered nor decisions are taken arbitrarily. The success of a discussion is always the success of the discussion-management. This workshop shows how to prepare and hold discussions and to enforce and ensure the results. You are going to work out and test rules for a discussion without conflicts and oriented on objectives.

Implementation

1. Project Management

Target Audience

Managers, upcoming managers, project managers.

Duration

3 days

2. Meeting Management

Target Audience

HMS, TSM, HRMs

Duration

3 days

Overview

3. Presentation

While hard work and good ideas are essential for success, your ability to express those ideas and get others to join you is just as important. Presentation is the process for one to present the content of a topic to an audience. Whether you are presenting a product to an important customer or updating an entire department on a project, presentations are often a nerve-wrecking experience. As engineers, it is vitally important to be able to communicate your facts and ideas effectively, using a variety of tools and medium so that the audience can easily follow your line of thoughts and keep it in mind. You will need to develop and use this skill throughout your whole working life and of course you can use this skill for your private life too, e.g. for making your wedding speech memorable. There are a number of common problems with presenting. This workshop attempts to help participants overcome those problems through the preparation of a logical structure for the ideas to be presented, learning to plan a talk to a time limit - and how to keep to it. Each person should develop a personal presentation style that best suits each individual participant including body language that radiates confidence and a sense of purpose and to help improve voice, clarity of speaking and non-verbal signals. The training should also give a closer understanding of different tools, media and presentation techniques so that the participants will be able to create expressive presentations, whose messages and facts will be kept in the audiences' mind for a long time.

Implementation

3. Presentation

Target Audience

The training is for everyone who wants to give expressive and lasting presentations and intends to improve their presentation skills or to learn different techniques of informing others.

Duration

2 days

Overview**4. Communication**

Improve your relationships and personal effectiveness by mastering body language, making contact, assertiveness, negotiation, public speaking, self-disclosure, active listening and influencing others. Communication is a basic process during our entire life. Any perceived behaviour - or lack of behaviour - in one person that causes a significant mental, emotional, physical, or spiritual reaction in another person is communication. For that reason it is absolutely necessary to know how to steer your behaviour in certain situations or towards special groups or people so that the information you are sending is interpreted correctly. Effective communication enables you to express yourself clearly, get along better with co-workers, clients, family, and friends. In this workshop you will learn some basics of interpersonal verbal and non verbal communication so that you can eliminate miscommunication, build positive relationships with those around you, and project a positive image. Important topics like handling complaints and conflicts are especially included. The overall aim of this workshop is to enhance the success of your communication by providing you with practical skills, knowledge and tools needed by communicators within an organisation.

5. Creativity Training

More than just a buzzword, creativity is the secret to business success that companies can no longer afford to ignore. Operating a business in the global arena demands innovative ways of understanding and responding to the needs of Business people who know how to listen to their customers rather than just study figures and statistics will have a splendid future, and those who are able to draw on their intuition will emerge as natural leaders in this new business environment. Many workers are no longer in search of a job that is simply a source of wealth, status, and power, but rather one that - apart from assuring a decent living - offers a sense of meaning and a platform for individual creativity. This training gives participants a closer look at creativity and how it can be encouraged. It enables them to see things in a new way and to develop creativity at work.

Implementation**4. Communication***Target Audience*

The training is for everyone who attend improving their communication skills, want to communicate better and more effectively.

Duration

2 days

5. Creativity Training*Target Audience*

All functions

Duration

2 days

Overview

6. Time and Self-Management

Time for the essential is time for the planning of success. Activities and operational stress eat the working day. Discipline and good self-organisation structure the daily business and open spaces for planning and concentrating on the essential tasks. In this workshop the participants recognise strengths and weaknesses in their own time- and work-planning. They learn to structure their working time, oriented in the priorities of the tasks, and reach more satisfaction in their task disposal through good self-organisation by results in appropriate time.

Implementation

6. Time and Self-Management

Target Audience
All functions

Duration
2 days

Teambuilding/Motivation

Overview

1. Successful Teams

Achieving goals systematically isn't so simple for many people. In the beginning one has a lot of energy and is highly motivated. When difficulties arise or one winds up in a kind of dead end, lots of people stop following their goal. It's exactly now that ideas and tips from outside are frequently missing. It's exactly here that the successful team applies. As the name says, with a successful team it's about success. Whereby "successful" is a question of personal definition and depends on the individual goals, which single team members have set themselves. The goals can be job-related or of a personal nature. Members of a successful team support each other in successfully reaching set goals or first finding them out. The goal of the training is to learn what differentiates successful teams and when/to what they can be applied. To form successful teams and learning to achieve the set goals is a focus of this measure.

2. Outdoor Events

An awareness of costs certainly doesn't stop when it comes to the choice of specific training, incentives and customer events. As head of marketing or HR, you really have to consider which measures achieve the desired effect, e.g. customer loyalty or promoting employees, with an outlay as justifiably as possible. Outdoor measures are usually counted as costly in a cost-benefit analysis. This is where the benefit is usually underestimated. People remember situations in which they were emotionally involved. With specific outdoor training you set an emotional anchor and link the experience with a future destination route.

3. FISH! - The Unusual Motivation Workshop

Imagine a place of work, where everyone naturally brings along energy, enthusiasm and a positive attitude – every day! An environment in which people are really connected with their work, their colleagues and their customers. Impossible? No! See for yourself in only half a day that the FISH! Concept can help you to create joy and dedication with the people in your organisation.

Implementation

1. Successful Teams

Target Audience

The training is aimed at all people, who can't define and don't like or can't reach vocational or personal goals on their own.

Duration

2 days

2. Outdoor Events

Target Audience

All functions, customers

Duration

As needed

3. FISH! - The Unusual Motivation Workshop

Target Audience

All functions

Duration

1 day

Consulting

Overview

1. Coaching and Training-on-the-Job

Training on the job offers everyone the possibility to internalise learned techniques and methods and to examine them in the direct usage situation. This training gives support by concrete demands from current customer contacts, personality-orientated optimism of the behaviour in difficult working situations and self-reflection of the personal strengths and weaknesses.

2. Personnel Recruiting and Development Methods: Assessment Centre

The key to success is getting hold of the right people, and making the most of their talent and potential. To do this you need efficient processes that will assess the right qualities and allow you to get the right people before your competitors do. Therefore assessment centers are being used in more and more companies for evaluating a candidate's fitness for promotion. An assessment center can be defined as a variety of testing techniques designed to allow candidates to demonstrate, under standardized conditions, the skills and abilities that are most essential for success in a given job. The instrument is used in personnel recruiting and development.

3. Mystery Shopping

Secret shoppers are people who visit businesses posing as customers, evaluate the service they receive and complete an evaluation form. Business owners and managers use these reports to insure their employees are practicing good selling techniques and providing quality service to their customers. The purpose of Mystery Shoppers is to help businesses increase sales and improve employee customer service awareness. Business owners who work with Mystery Shoppers get a more realistic picture of how their customers perceive their company. In this training the participants learn how to implement Mystery Shopping and how to work with the results.

Implementation

1. Coaching and Training-on-the-Job

Target Audience
All sales functions

Duration
As needed

2. Personnel Recruiting and Development Methods: Assessment Centre

Target Audience
HRMs

Duration
1 day

3. Mystery Shopping

Target Audience
HMS

Duration
As needed

Overview

4. Cultural Analysis and Employee Survey

Every human resource professional knows that a company is only as good as its employees. That's why it's so important to get their feedback and respond to their needs, their ideas and their suggestions. If you could read your employees' minds, you'd have higher retention rates, lower absenteeism, improved productivity, better customer service and better morale. Ask employees what they're thinking. Surveys are the most effective way to tap into the thoughts of the workplace. Soliciting feedback should be a regular part of the HR function. Employees' opinions can impact financial performance by affecting retention, quality of work, morale, and productivity, so measuring workers' attitudes is critical to enhancing what we call Performance Through People. This training enables HRMs to implement useful surveys in the daily working routine to improve the companies' cultural development.

5. Segmentation and Target Marketing Strategies

Segmentation represents an effort to identify and categorize groups of customers according to common characteristics. During this process marketers identify groups of consumers with similar wants and needs. The effectiveness of segmentation analysis depends on finding segments that are measurable, accessible, substantial and actionable. The result is a portfolio that allows a derivation of optimal action-strategies with regard to different client-types and different classes of customer sales volume. In this training participants learn how to identify different segments and how to serve and work on these.

6. Professional Positioning

Professional Positioning is a web-based tool that allows all sales functions to assess themselves as well as being assessed by their superior against the required competency profile of their job function. Demonstrating the strengths and development needs of each member of the sales force, Professional Positioning is the ideal tool for regular appraisals.

Implementation

4. Cultural Analysis and Employee Survey

Target Audience
HRMs

Duration
2 days

5. Segmentation and Target Market Strategies

Target Audience
HMS, marketing executives

Duration
2 days

6. Professional Positioning

Target Audience
All sales functions with the exception of Head of Marketing and Sales

Duration
As needed