

LEARNVISION

empower people - top results



Maximum Benefit through High Impact Training – HIT



60-70 % of sales strategy implementations do not generate the expected success.

How do you ensure a **controlled application of measures** for optimal performance improvement?

Which **sales and earnings** potential remains uncovered?

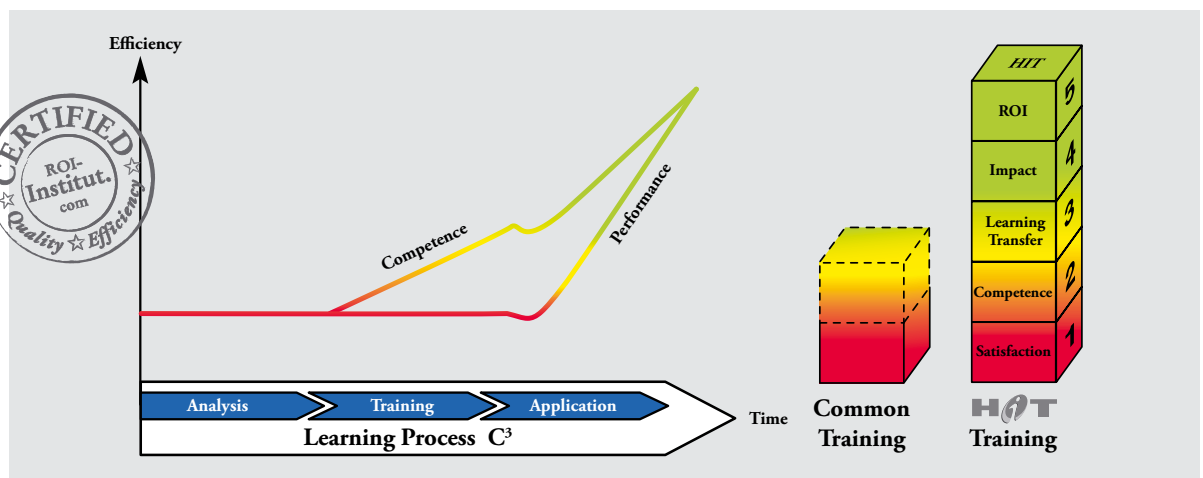
Win through customer specific HIT- concepts¹ with optimised learning transfer and **benchmark** to:

- Maximise market shares and earnings
- Develop all sales talents to high performers
- Establish integrated, results-oriented working methods

High Impact Training¹

The Research-Based, Measurable Success Concept with Learning Process C³

An integral approach from analysis/assessment to high quality training and state of the art learning content through to application with controllable **learning transfer** and software-based presentation of success:



Highest Effectiveness to Secure Your Investments

- Established tools for maximum, **controllable learning transfer** with interaction of work processes
- Best practice design with 5 globally accepted efficiency levels (please see chart above) for **time- and cost-efficient implementation**
- Proactive qualification of employees according to company strategy
- Increase and secure managers' involvement and **commitment**

Demonstrate Training Successes to Improve Performance and Image

- Proven bridging between soft factors and measurable, monetary assessment
- Software-based evaluation methods with benchmark from the market leader to guarantee **controllability and sustainability**
- Quantitative and qualitative proof of **training value proposition** for total value chain

¹ Experiences from over **5,000 case studies** per year. Please ask for our current best practice case study which proves that **investments in training generate more value than other investments.**

Sales Impact System

Your Needs - Our Modular **HOT**-Design

Value-Based Selling	Account Management	Strategic Negotiation	Multiplication (TTT)
Value-Based Selling for Professionals 2-3 days	Full Potential Selling 2-3 days	Planning Strategy 1-2 days	Professional Design 1-2 days
Value-Based Selling for Experts 2-3 days	Key-Account-Management 2-3 days	Skills Excellence 1-2 days	Professional Presentation 2 days
Economical Selling 2 days NEW	Opportunities Creator 2-3 days NEW	4-Win Tactics 1-2 days	Certification 2-3 days

Highlights ²			
<ul style="list-style-type: none"> ▶ Selling benefits in a customer-orientated way ▶ Cold calling ▶ Competitor profiles ▶ Market expertise ▶ Value chain ▶ Solution selling ▶ Business-orientated selling ▶ Concept of Economical Argumentation 	<ul style="list-style-type: none"> ▶ Uncover all customer potentials ▶ Cross selling ▶ Strategic selling ▶ Multichannel selling ▶ Executive selling ▶ Business Case Proposals ▶ Business Impact selling 	<ul style="list-style-type: none"> ▶ Secure margins ▶ Develop negotiation strategies ▶ Optimise the negotiation process ▶ How purchasers think and act ▶ Recognise and react to purchaser tactics 	<ul style="list-style-type: none"> ▶ Didactics & Methodology for training design ▶ Increase sales closure rate ▶ Adjust presentations to key customer needs ▶ Best practice tools and methods for effective presentations ▶ Multipliers of success concepts ▶ Presentation Intelligence

²We will gladly send you our detailed brochures with learning objectives for each module.

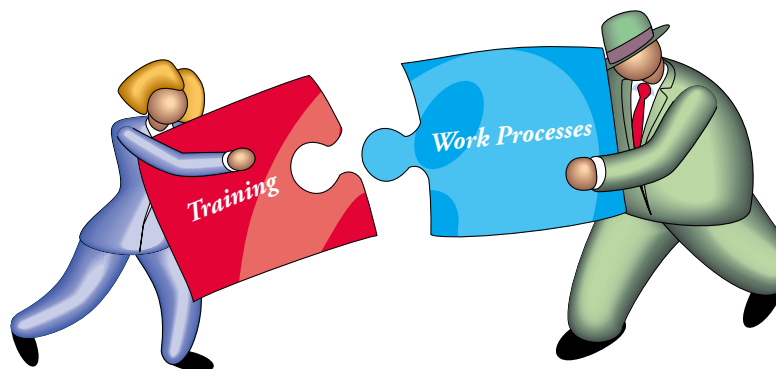
Impact-System: Concept + Content = Your Success

- ▶ **Modular 5-level concept** with established and new **Learning Transfer Tools** guarantees a deep 'anchoring' of improved behaviour in the workplace → revenues and earnings are increased
- ▶ Modules can be **customised** time- and cost-efficiently according to target group, market and customer needs, e.g. 2 or 3 days. Successful, qualitative implementation is thus guaranteed → **efficient** modifications at a high level of quality
- ▶ All trainings/seminars/modules are certified in accordance with the globally approved best practice process with **5 efficiency levels** (please see chart) → time for implementation is minimized, benefits are maximized
- ▶ All modules can be multiplied using internal resources/trainers via train-the-trainer programmes → **cost-efficiency** and know-how-transfer
- ▶ **NEW:** Integration of **Reinforcement** and **Coaching Tools** in all modules guarantees maximal learning transfer. Reinforcement Tools ensure optimal **involvement of management** → optimised sales productivity



About us

- ▶ Global supplier of modern **training and consulting services** with a large portfolio for: **Sales, Leadership/Team, Service and Quality.**
- ▶ Over **20 years experience** in 45 countries in the expert management of global/local implementations.
- ▶ More than **70%** of top companies rely on our expertise.
- ▶ **Over 300 certified consultants/trainers with industry experience** with at least 500 training days
→ from practical experience for practical application.
- ▶ Customisation and multiplication concepts for **cost-effective** implementation.
- ▶ **Market leader** in the analysis of learning processes for sustainable training concepts.



■ *Your local trainers/consultants*

