

## Training and Consulting Focus Areas

### **Marketing and negotiation training, consulting and keynotes and coaching of executives**

- Keynotes, seminars and workshops in the area of marketing & sales and negotiation as well as coaching of executives as to price negotiations, deal making, communication and leadership skills
- Reference project: several workshops and coaching of different leaders and executives of small and medium-sized enterprises as well as multinational corporations such as Shell International Petroleum Co Ltd

### **Marketing communication strategy**

- Development and implementation of effective marketing communication strategies
- Reference project: multiple workshops to develop and implement marketing communication strategies e.g. in the area of Content Marketing or Social Media Marketing via YouTube

### **Customer buying behaviour analysis and research - the AVE model ©**

- The AVE model - analysis of value adding economic drivers: Empiric identification of choice criteria customers use when evaluation products and services: Development and execution of company tailored workshops with customers in B2B and B2B markets
- Reference project: Workshop with B2B-customers which identified key success factors and criteria customers apply when making purchasing decisions