

TRAINER COMPETENCE PROFILE



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SERVICES

SALES DEVELOPMENT BUSINESS TO BUSINESS (B2B)

Focus

Sales oriented employee development Business to Business

Formats

Sales & leadership counselling + sequential training + coaching on the Job
+ WORKSHOP + impulse speech + practical tools

Topics

Knowing the acting parties and their interests

- ✓ leading with objectives - individual ones, the ones of the company and of the customer
- ✓ integrate the stakeholders of the target customers and the market
- ✓ use activity fields and interaction in customer development

Acting efficiently in B to B sales

- ✓ customer benefit oriented communication as a warrantor for success
- ✓ the ability to communicate on the decision-makers' level
- ✓ stable customer fidelity for the long-term business
- ✓ creative roads to success in individual customer constellations
- ✓ follow acquisition strategies to achieve objectives
- ✓ use change of perspective for customer benefits and sales stories
- ✓ create decision makers oriented presentations and offers
- ✓ Business Case and ROI considerations as professional tools
- ✓ actively deploy knowledge gained from lost purchase orders

Empower "bridges" within the team at the customer

- ✓ synchronise current customer information
- ✓ consciously use customer contacts from different employees
- ✓ Sales meets Engineering – incorporate Technical Experts
- ✓ understand mistakes as chances for improvement

Methods

Change in behaviour by repetitive approach and practical experiences

- ✓ sequential trainings according to psychological findings
- ✓ action oriented, “brain suitable” learning for sustainability
- ✓ practical training situations for “learning by doing“ (vid feedback)
- ✓ utilising behavioural preferences according to INSIGHTS MDI®

Procedure

Targets > analysis > train competences & coaching > evaluation

Target Group

Employees with sales & leadership tasks B to B

- ✓ employees and executive personnel with direct sales responsibility
- ✓ sales of technical investment goods & services which need intensive consultation
- ✓ Technical Experts and colleagues with customer contact

KNOWLEDGE AS A FUNDAMENT

THE TRAINER

Degrees

- ✓ **Certified trainer**, Neues Lernen, Cologne & salegro, Munich

Certificates

- ✓ **INSIGHTS MDI® Master, EQ Advisor, SCHEELEN®**

(Excerpts)

- ✓ Train the Trainer, Trainer skills, Düsseldorf University (IHK)
- ✓ **Chartered engineer** electrical engineering/ communication technology, Technical University of Dresden
- ✓ Negotiation techniques, SCOTWORK
- ✓ Emotionally selling, Hamburg
- ✓ Business English Certificate, Kings School Bornemouth England

EXPERIENCE FOR MARKET ORIENTATION

THE TRAINER

Practice

- ✓ **Training experience in Sales & Leadership** 17 years
- ✓ **Direct Sales b2b responsibility** 30 years
- ✓ **Leading interdisciplinary teams at the customer** 24 years
- ✓ Direct Sales of technical services requiring intensive consultation, investment goods and products, focus on new customer expansion
- ✓ Business partners: industrial SMB
- ✓ Industries (excerpts): engineering, mechanical engineering / plant construction , ISP, industrial services, IT systems, ITC fulfilment
- ✓ Sales responsibility: up to € 10 million p.a.
- ✓ University lecturer in B2B sales, business and HR management
- ✓ Languages: German and English

What goals do you want to achieve with me?



Stephan Richter



"New Work is first of all an inner adventure,
where we slowly learn to get out of all mechanical thinking."
Frédéric Laloux