

COMPETENCE PROFILE



Chartered Engineer
Stephan Richter
Business Trainer
Proprietor

SERVICES

SALES DEVELOPMENT BUSINESS TO BUSINESS (B TO B)

Focus

Sales oriented employee development Business to Business

Formats

Sales & leadership counselling + sequential training + coaching on the Job
+ WORKSHOP + impulse presentation + 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
- ✓ elaborate specific customer benefits and sales evidence 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“ (also accompanied by enhancing video 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**, SCHEELEN[®], Waldshut-Tiengen

(Excerpts)

- ✓ Train the Trainer, Trainer skills, Düsseldorf University (IHK)
- ✓ **Chartered engineer** electrical engineering/communication technology, Technical University of Dresden
- ✓ further education in negotiation techniques, SCOTWORK
- ✓ further education in „emotionally selling“, Hamburg
- ✓ Business English Certificate, Kings School Bornemouth England

EXPERIENCE FOR MARKET ORIENTATION

THE TRAINER

Practice

- ✓ **12 years of training experience in customer communication b2b**
- ✓ **25 years of responsibility in direct sales b2b**
- ✓ leading interdisciplinary teams at the customer
- ✓ 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
- ✓ responsibility for turnover: up to 10 million € p.a.
- ✓ Lecturer for sales B to B, University of Cooperative Education GC
- ✓ languages: German and English

What objectives do you want to achieve with me?

Stephan Richter

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"Done is better than perfect." (Zuckerberg)