

Presentations, Courses and Workshops	Qualifications
<p>Topics around „what is consulting and what is it all about?“, e.g.:</p> <ul style="list-style-type: none"> • How consulting companies function? • How is the life of a consultant? • Could I be successful as a consultant? 	<p>15 years' experience as management consultant at CSC, KPMG Consulting, Capgemini Consulting and IMS Health</p> <p>All sessions in German, English and Italian</p>
<p>Topics around selling for consulting or technology firms, e.g.:</p> <ul style="list-style-type: none"> • What does it mean selling for consulting or technology firms? • What does a sales person do? • Difference between selling consulting and technology • How does a sales person keep the control over the sales cycle? • Who helps and when? • Which role does the marketing team play? 	<p>20+ years' experience as Account Manager, Global Account Manager, Sales Manager and Business Development Manager at Oracle, Compuware, CSC, KPMG Consulting, Capgemini Consulting and IMS Health</p> <p>All sessions in German, English and Italian</p>
<p>Topics around sales management in consulting or technology firms, e.g.:</p> <ul style="list-style-type: none"> • What does a sales manager do? • In which processes must be proficient a sales manager? • How does it work the cooperation with the sales persons? • Which role does the sales manager plays within the sales cycle? • Technologies and frameworks for optimal sales management 	<p>20+ years' experience as Sales Manager and Business Development Manager at Oracle, Compuware, CSC, KPMG Consulting, Capgemini Consulting and IMS Health</p> <p>All sessions in German, English and Italian</p>
<p>Topics around Account Management, Key Account Management, Global Account Management in consulting or technology firms, e.g.:</p> <ul style="list-style-type: none"> • Differences between the roles, responsibilities, measurements • Strategic tools • Social tools • Complexity of the sales phases • Who helps and when? • Which role does the marketing team play? 	<p>20+ years' experience as Account Manager, Global Account Manager, Sales Manager and Business Development Manager at Oracle, Compuware, CSC, KPMG Consulting, Capgemini Consulting and IMS Health</p> <p>All sessions in German, English and Italian</p>
<p>Topics around Business Development in consulting or technology firms, e.g.:</p> <ul style="list-style-type: none"> • Difference between Business Development and sales • Which role does the marketing team play? • Combining Business Development and project work • Business Development „Mindset“ 	<p>15 years' experience as Business Development Manager at CSC, KPMG Consulting, Capgemini Consulting and IMS Health</p> <p>All sessions in German, English and Italian</p>
<p>Topics around translating products and services into „solved issues“ for clients, e.g.:</p> <ul style="list-style-type: none"> • The customer's thought process in comparison to the product/service firms' thought process • Role of the modern social media communication • New, social media-oriented rules in the communication and marketing 	<p>20+ years' experience in Marketing and Brand Management at CSC, KPMG Consulting, Capgemini Consulting and IMS Health</p> <p>All sessions in German, English and Italian</p>
<p>Structured thinking and structured communication, e.g.:</p> <ul style="list-style-type: none"> • Framework for problem definition • Framework for communicating a message • Organizing arguments and logic trees • Structured composition of a presentation • Listening and interview techniques • Workshop preparation (Brown Paper) and workshop techniques 	<p>15 years' experience as Business Development Manager at CSC, KPMG Consulting, Capgemini Consulting and IMS Health</p> <p>All sessions in German, English and Italian</p>
<p>Topics around dealing with board members, e.g.:</p> <ul style="list-style-type: none"> • Rules and rituals • Recognize personal characters and traits • Adapting arguments and handling style 	<p>15 years' experience as Practice Leader and Business Development Manager at CSC, KPMG Consulting, Capgemini Consulting and IMS Health</p> <p>All sessions in German, English and Italian</p>
<p>Topics around Big Data, e.g.:</p> <ul style="list-style-type: none"> • Introduction in Big Data with practical examples from different industries • First steps into Big Data initiatives 	<p>15 years' experience as Practice Leader and Business Development Manager at CSC, KPMG Consulting, Capgemini Consulting and IMS Health</p> <p>All sessions in German, English and Italian</p>
<p>Running workshop using the LEGO® SERIOUS PLAY® method, e.g.:</p> <ul style="list-style-type: none"> • Why is LEGO® SERIOUS PLAY® a fantastic method for problem solving? • Which kind of situations are ideal to use LEGO® SERIOUS PLAY® as workshop method? <p>(note: this will be a practical presentation where participants will physically build, share and learn from personal experience)</p>	<p>Certified LEGO® SERIOUS PLAY® workshop facilitator</p>