

Target Groups

- » **Presidents**
 - » **Marketing managers**
 - » **Sales managers**
 - » **Call Center managers**
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Objectives

You will learn about

- » **the present state of customer management and sales services**
 - » **top trends for customer management**
 - » **new rules and requirements for a successful customer management**
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Methods

- » **speech / training, interaction, group dynamic learning**
 - » **discussion**
 - » **live customer coaching**
 - » **video recording and analysis**
 - » **individual and collective feed back**
 - » **mind sessions, brain gym**
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Contents

Sales Management in the future

- **The future customer**
 - **Change in social values and customer demands**
 - **New standards in the high tech trendsetter market**
 - **The new brain and new means of communication**
 - **Mind management of the fictitious customer**
 - **Interactive customer management**
 - **Customer management via scene management**
 - **Customer management via networking**
 - **Mimetic customer management**
 - **Evolutionary sales process**
 - **e-Commerce**
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