



Qualification Program

Inhouse-Trainings

Lorenz-Seminare

Personality & Competence Training



Increased Efficiency in Sales and Marketing

- ▶ **Success in Sales I:** Basic training. The ideal training for newcomers, career changers and sales experts/engineers
- ▶ **Success in Sales II:** Refresh and deepen your sales competencies, negotiation training, professional deal closing
- ▶ **Success in Sales III:** Key Account Management, strategic relationship management
- ▶ **INNOVATIVE The Sales Factory:** Practical training in several parts for sales people and sales consultants
- ▶ **Training for sales managers:** Motivation and how to bring sales people to top performance
- ▶ **Compact training for sales people:** Business management, business administration; the important economical part of the sales job
- ▶ **“Typisch Kunde!”** The seminar for sales experts and consultants based on the book “Typisch Kunde!” written by Karl Heinz A. Lorenz about applied sales psychology, customer typology, professional negotiation, practical tips for sales people, consultants and communication experts
- ▶ **Successful presentations and selling of services and consulting services**
- ▶ **Successful telesales:** Call center training, basics
- ▶ **Cross- and up-selling in an inbound call center:** Development of communication skills and a marketing oriented attitude, cross-/up-selling methods
- ▶ **Cross Media Sales:** Convincing negotiation in cross media sales and consulting
- ▶ **Power Tradeshow Briefing:** Motivation kick for your trade fair team
- ▶ **Tradeshow Training:** How to approach visitors actively, more effective negotiation, professional interaction with visitors and customers, visible customer orientation
- ▶ **NEW How to develop successful strategies in sales and marketing:** methods (competence and kit) for the development and optimization of selling strategies

Leadership Excellence

- ▶ **Leadership I:** Situational leadership, basics management and leadership, career and self management, work-life balance
- ▶ **Leadership II:** Motivation, performance management and team development
- ▶ **Leadership III:** Professional leadership in challenging situations
- ▶ **Compact training for managers:** Business Management
- ▶ **NEW 45 Plus:** How to lead experienced employees
- ▶ **NEW The manager as coach I:** Methods, basics
- ▶ **NEW The manager as coach II:** Knowledge of human nature, motivation and negotiation
- ▶ **Performance review discussions as leadership instrument**
- ▶ **Interviews:** How to conduct interviews, professional interviews with applicants
- ▶ **Termination:** How to conduct negotiations, outplacement and outsourcing, situations of termination
- ▶ **In Search of Excellence:** Learn from the top companies and refine your own strategies; workshop for top managers



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Customer-oriented Service Competencies

- ▶ **Active customer focus:** Professional communication in Service
- ▶ **Service & Sales:** Learn how to use sales opportunities in Service, too
- ▶ **Telephone training for the inbound customer service:** Basics, useful phrases, profitable negotiation
- ▶ **Cross- and up-selling in the inbound service:** Development of communication skills and a marketing oriented attitude, cross-/up-selling methods
- ▶ **Claim Management** in the Inbound Customer Service: handling of claims, complaints, customer-oriented negotiation, conflict management

Team Building and High Team Performance

- ▶ **1+1= 3:** Effective teamwork, team building for existing work groups
- ▶ **NEW Team professional:** How to increase the motivation of a team and the willingness to perform, training of team builders

Rhetoric, Communication and Negotiation Competencies

- ▶ **Effective presentation:** Presentation techniques. Professional preparation, execution and presentation. Practical training with video feedback
- ▶ **Rhetoric for managers:** Professional and effective presentation training for managers and experts. Practical training with video feedback
- ▶ **NEW Body language:** Understand body language signals and learn how to use them for a better communication. Practical training with video feedback
- ▶ **Professional communication I:** Basic communication training. "The four sides of a message" (model by Prof. Friedemann Schulz von Thun), better understanding of others, development of empathy, better communication, the picture we have from ourselves and others
- ▶ **Professional communication II:** Advanced communication training. In particular: Basic needs of humans (Model by Riemann / Thomann), individual case studies, removal of communication obstacles and blockades, increase power of persuasion
- ▶ **Professional negotiation skills:** How to cope with challenging situations – how to deal with objections and conflicts, ability to reach a consensus and to assert oneself
- ▶ **Conflict management:** How to identify and deal with conflicts in a constructive way, professional conversation in difficult situations
- ▶ **Intercultural communication:** Raise awareness of cultural diversity, knowing how to work successful with an international team
- ▶ **Moderation:** The art of conducting successful workshops and meetings



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Efficient Time Management and Work-Life-Balance

- ▶ **Time and self management:** How to set, monitor and reach goals, professional stress management, how to set priorities in a better way, professional work-life-balance
- ▶ **Professional time and self management for field staff:** Increase sales active time, how to use resources in a better way, effective working methods, making your workflow more efficient
- ▶ **Work-life-balance in executive positions:** Balance, health and long-term motivation/performance, work-life-balance workshop and training; especially for managers in leading positions

Trainings for Trainers and Consultants

- ▶ **Train the trainer I:** How to conduct successful trainings and workshop, basics
- ▶ **Train the trainer II:** Effective handling of the training group, communication trainer/participants, control the group dynamics
- ▶ **Train the trainer III:** Training guidelines, training organisation and the professional way to write scripts and training material

Trainings for Management Assistants and Secretaries

- ▶ **Modern working methods for Assistants and Secretaries:** Time management techniques and setting priorities, friendly and effective communication
- ▶ **From the secretary to the management assistant:** Common situations in the office and the team - clarifications and conversation tips, everyday conflicts – causes and strategies how to handle them, the right way to deal with hierarchies – attitude
- ▶ **Communication training for assistants and secretaries:** How to deal with challenging situations in a constructive way, how to develop a self-confident and customer-oriented attitude

For detailed description of our courses and more information please visit our homepage <http://www.lorenz-seminare.de> - or request information and a special offer by phone, fax, or email. We will adapt our offer to the individual requirements of your team. We support you during the complete organisation of trainings if demanded.

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