

## RESULTS - SUCCESS - SECURITY®

### How Can We Help You to More Success?

Continuous vocational training provides important competitive advantages by increasing the motivation and efficiency of your employees, thus creating personnel loyalty and reducing staff turnover.

Our unique concept is based on long-term implementation of the contents to achieve long-term results.

### Your Advantages as a Customer Client

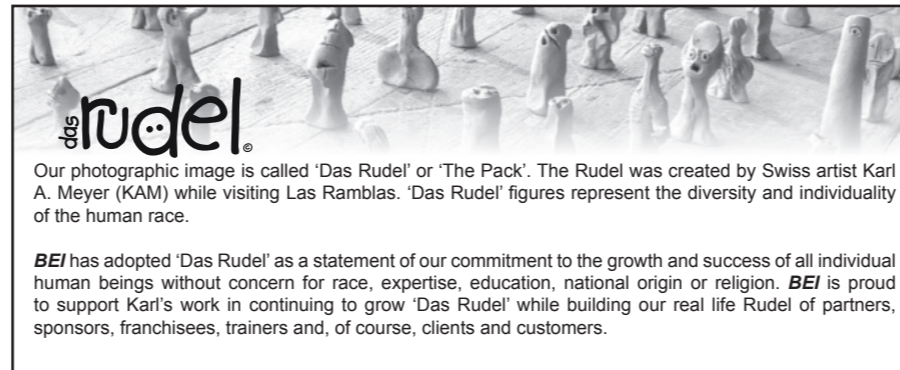
- Together we will develop a training curriculum specifically adjusted to the needs of your company. From the variety of training programmes, the employee can choose the building blocks that are necessary and useful for him or her personally.
- Managers and employees will receive active follow-up after the training.
- At least part of the training fee should be paid by the trainee to ensure that he or she is interested and motivated to use the training programme and put the information into practice.
- Our service model provides competent support on all levels:

**BEI** business owners train owners.  
**BEI** managers train managers.  
**BEI** sales trainers train sales staff.  
**BEI** service trainers train service staff.

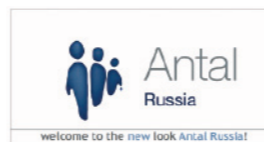
### Your Advantages as a Customer

- The training will take place regionally and will be conducted by a trainer with appropriate experience.
- The training programme will be delivered in small units rather than all in one long stretch. This enables trainees to apply the skills and techniques between the training sessions.
- The learning and practice are based on appropriate examples and concrete situations.
- Any part of the training can be repeated any time free of charge.
- The trainer is available as a contact person after the training for advice or clarification.

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Results  
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РЕЗУЛЬТАТЫ  
УСПЕХИ  
НАДЕЖНОСТЬ

18 ноября 2009 года  
ИнфоПространство



**Rodman Gil Ostrander is the Founder and Chairman of BEIGROUP®.**

Mr. Gil Ostrander began his business career as the owner of a small retail piano store. In his early 20s he moved into the world of real estate sales, branch management and training. In 1980 he expanded into franchise sales, business development and consulting in Canada and the United States. Since 1995 his primary focus has been in Europe. He is a pioneer of franchise selling systems and franchise operational procedures.

Mr. Ostrander is an internationally recognised speaker on the subjects of sales management, selling skills, personal growth, customer service, goal setting and personal responsibility. Throughout his life he has learned from the 'best of the best' the most advanced

techniques of sales, management and personal success.

As the Founder of Business Education International, a multinational training company, he spends over 40 weeks each year in Europe working with corporate directors, business owners, managers, salespeople and service personnel to bring effective customer service, personal growth and personal success to his customers. His commitment to effective results, ethics and a high quality of life are a personal crusade for Mr. Ostrander and the people of Business Education International.

**Andreas C. Fuersattel is the President and CEO of BEIGROUP®.**

Mr. Fuersattel started his career in sales and then sales management. He built and led a sales team of more than 600 people in the financial services industry.

Following this success, he worked for three years as CEO for a European regional airline company. In 1996 Mr. Fuersattel became the National Training Director for BEI in the Germanspeaking market.

As the President and CEO of Business Education International, Mr. Fuersattel focuses his efforts on the development, expansion and servicing of this multinational training franchise organisation through a team of dedicated support managers and service personnel at the International Headquarters in Nuremberg, Germany.

Mr. Fuersattel is an internationally recognised motivational, management and sales speaker throughout Europe, North America and Asia. His personal commitment to business success, customer care and entrepreneurial development is the driving force behind his personal success and his high-energy business style.



**The Selling Starts when the Customer Says, “NO”!**

Selling is not only a profession, it is an honourable profession. The whole economy relies on your ability to produce results. Every time you sell something 20 to 30 other people get work. The manufacturers, builders, underwriters, shippers, clerks, accountants, lawyers, secretaries, tax collectors, inspectors and shareholders all wait for you to make the sale.

Be proud of the work you do. Learn to do it professionally and effectively. Make the results happen!

This does not mean pushing products or services that people do not want. It does mean discovering the problems, needs and wants that motivate the customer. Helping people to make good decisions and clearing the misunderstandings, filling the needs and solving the problems is the real job of the professional salesperson. People like to be sold by people who care for them and care about them!

**Motivated Employees Ensure Your Success!**

Some people think that management is what you do when you no longer have the energy and motivation to do the work any more. In reality, effective management requires the same effort and energy, but the focus of your energy will be to help train, motivate and mentor your employees.

The ability to mentor and motivate other people is the basis of greater success than you can reach when working alone. Only through this will you reduce the turnover of your good employees and be able to delegate tasks more efficiently to employees who achieve greater results.

You will have more time to concentrate on the tasks which impact the short- and long-term results of your business.

Make sure that your employees are successful and they will ensure that your customers are happy.

**Good Service - What's in it for me?**

Highly motivated employees are the key to successful retail and service companies. The employees who have direct contact with the customer can be your best weapon against the competition.

Customer relationship skills are critical to the profit of the company. Focus on both internal and external customers and improving the level of customer service are the keys to the success of your company.

Several studies have proven that many business problems are self-made. Improving customer relations and attaining higher employee satisfaction are ongoing challenges.

Problem-solving models help you to handle difficult, angry or aggressive customers constructively in a variety of situations.

Excellent customer service is the key to the success of the company and the personal success of each employee.

People spend thousands of dollars and hundreds of hours to feed their bodies each year. Your muscles are your 'minimum wage' machine. Your mind will control and determine all of your results, success, security and happiness. Now is the time to create a budget and a plan to feed your mind. A mind is a terrible thing to waste!

**THE PROGRAMME:**

09:30 – 10:15 – Coffee and Pastries

10:15 – 10:30 – Welcome

10:30 – 12:00 – **The Selling Starts when the Customer Says, «NO»!**

- 3 Reasons Why Customers Say «NO»
- Qualifying - Needs, Wants, Money
- 4 Reasons People Fail in Sales
- Closing Strategies and Closing Tactics
- Handling 10 Standard Objections
- Using Planned Replies

The Next Step – Quick Start Sales® (QSS)

12:00 – 12:30 – Coffee Break

12:30 – 14:00 – **Motivated employees ensure your success!**

- The job description of a boss
- Understand the performance cycles
- How to change from 'boss' to 'mentor'
- Identify your strengths
- 10 steps to employee retention

The Next Step – Leading Your Team® (LYT)

14:00 – 15:00 – Lunch Break

15:00 – 16:30 – **Good Service - What's in it for me?**

- What is a Customer?
- The influence of internal and external customers on the daily environment
- How communication influences the quality of service
- Customerstrategies and Problem-Solving Model
- How to handle difficult, angry or aggressive customers
- Good Service - What's in it for me?

The Next Step – Customer Focused Service® (CFS)

16:30 – 16:45 – Prize Draw and the Story of «Noah and the Ark»

16:45 - 18:00 – Come together with coffee and cake - Communicate and Network