



As a member of the Steinbeis Foundation, we are pacemakers for our customers' innovations. Our aim is to create a profound understanding of perception and decision-making processes in different markets.

# Marketing and Sales Training

## Challenges

Companies are faced with the dilemma of either using external trainers for in-house training or having their own employees providing trainings. While first of them only offer unspecific standard programs on various topics, the second ones often have a certain degree of occupational blindness and lack the necessary didactic skills as well as the acceptance of all participants. This is exactly where we set on with our work. By designing and offering trainings which are exactly tailored to the needs of the customer, but at the same time also satisfy common didactic and methodical requirements. Our aim is to „look beyond the end of our nose“.

## Solution Approach

For the development of industrial marketing and sales trainings for our customers, we first analyze the company-specific marketing and sales instruments in workshops. We want to understand exactly how marketing and sales work for our customer, analyze the processes precisely, understand stakeholder structures and integrate general information on the topics. The modular integration of state-of-the-art instruments, reference benchmarks of other companies and the actual „Customer Way of Marketing / Sales“ is the key to our training philosophy.

## Implementation by ISM

We create comprehensive business cases or compact short cases that exactly match the customer's training needs. Based on the training content, we design exercises which the training participants work on using the designed business cases or short cases in order to train and deepen the skills to be taught. So far we are unique in the industrial marketing training landscape with our concept based on very individual considerations of company needs and practical implementation of the exercises in specifically designed business cases. Worldwide we have achieved good results. In addition to the development of trainings and the further training of in-house trainers for our customers, we also conduct the trainings ourselves on request. Our didactics is tailored to the requirements of our industrial professional audience.

## References

We offer our training courses worldwide and for all industries, most recently we have developed a large training series for Robert Bosch GmbH. The Mann + Hummel Group or Festo AG & Co. KG are among our customers as well.

## Contact

Our scientific director Prof. Dr. Marc Kuhn or our project managers Prof. Dr. Thomas Seemann and Prof. Dr. Benjamin Österle will be happy to answer your questions.

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