



...on to new shores!

APOLLO

**The training programm
for service, sales and leadership**

Inhouse Trainings

***IMPULS* Management Consulting
The Service Consultants**

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What we offer you.

Qualified service employees are a decisive success factor for service success. As a pioneer and market leader in service consulting, we have set ourselves the goal of best qualifying the service employees of companies in the capital goods industry for the constantly growing challenges in after sales service.

Our offer is aimed at companies in the fields of machine industry, electrical engineering, ICT industry, automotive and supplier industry as well as the plumbing and heating industry, who want to create the basis for an even better after sales service and profitable service growth through the targeted qualification of their service employees.

We qualify you, your manager and your employees:

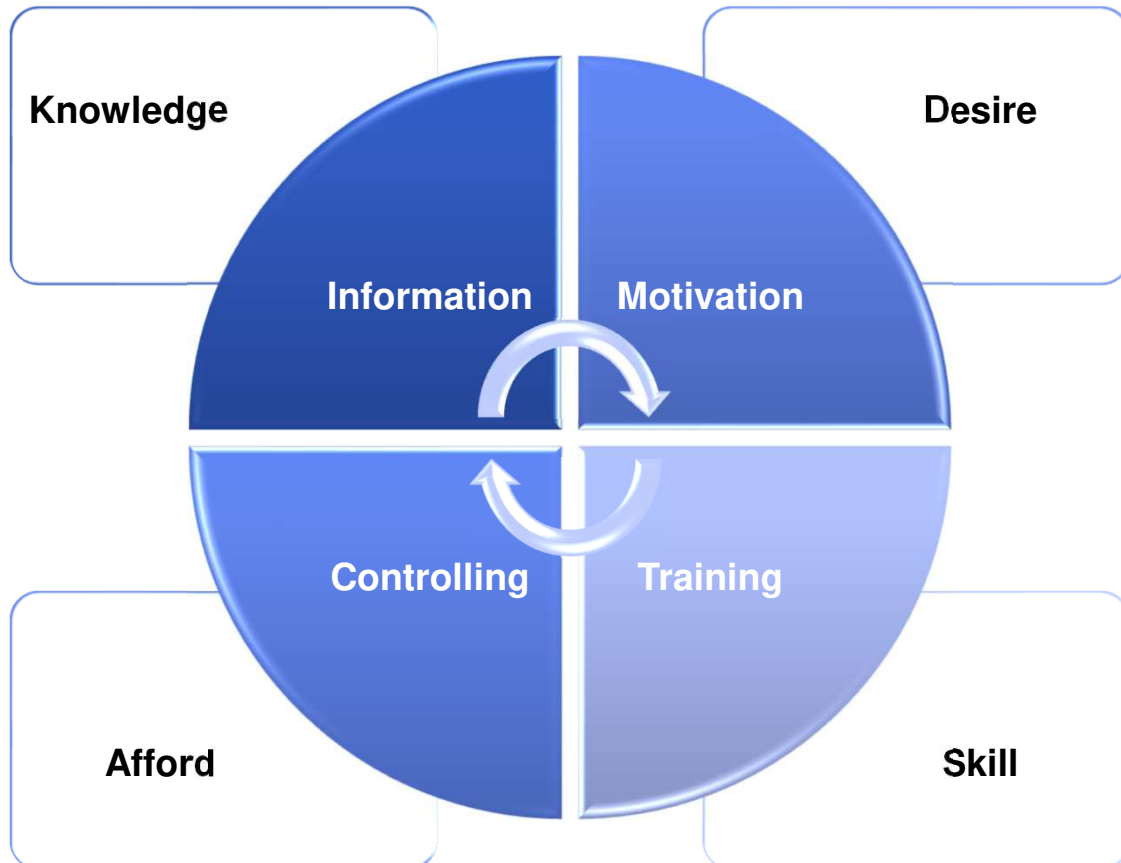
- Practical
- Efficient
- Sustainable
- With success guarantee for your service business

Why is **IMPULS** the best partner for you:

- *IMPULS is the* pioneer and market leader for service consulting and training
- Our service trainer have a wide and for years international service experience in the capital goods industry
- We offer practical trainings – from practitioner for practitioner
- We offer you a individual qualification of your service team and realize the trainings with all details of your specific requirements
- We offer our trainings in German and English language
- We realize the trainings in Germany, Europe and world wide
- We use proven and accepted methods and tools

IMPULS - Learn from the pioneer and market leader in service consulting!
Benefit from our excellent service know-how and experience from over 300 successful after-sales service projects as well as several thousand training participants.

A successful training include 4 levels



Knowledge:

Through practice-oriented methods, tips and instruments we impart recipes for success - for an excellent after sales service.

Desire:

Through practical content and exercises as well as through our extensive service experience, we provide your employees with new impulses for everyday life.

Skill:


Practice-oriented exercises and role-playing games allow participants to optimize their skills immediately.

Afford:

A targeted follow-up ensures and supports the transfer to everyday life.

IMPULS- Approach for optimal training success

Benefit from the tried-and-tested IMPULS approach with motivating advance information of the participants as well as a qualified follow-up for the successful implementation of what you have learned in practice.

| Step | Activity | Time frame | | | | | | |
|------|---------------------------------------------------------------------------------------------------------------------|------------|--------------------------------------------------------------------------------------|----|---|----|----|----|
| | | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
| 1 | First information Coordination, planning and preparation of the training | ■ | | | | | | |
| 2 | Official invitation Invite participants through the supervisors with content and benefits of the training | | ■ | | | | | |
| 3 | „Wake Up-Call“ Questionnaire to the participants for self-assessment of the upcoming training content | | | ■ | | | | |
| 4 | Conducting the training Conducting the training (1-2 days) | | | | ■ | | | |
| 5 | Follow-Up 1 + 2 Review of the participants in the implementation of the learned in practice | | | | | ■ | | |
| 6 | Feedback within appraisal interview Integrate the results of the training into the annual interviews | |  | | | | | ■ |

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8 reasons, why **IMPULS** is the perfect partner for your trainings

1. Practical

We are practitioners who are very familiar with the global service business and know the increasing demands on service employees.

2. Competent

We have years of experience in service consulting in the capital goods industry and their suppliers.

3. Individual

We know that no two companies are alike, so we tailor our training content to your specific needs.

4. Methods

We provide relevant methods and tools for excellent service sales, best-in-class service processes and efficient service organization.

5. Involved

We are always at your disposal for aftercare even after a training has been carried out for you and your service staff.

6. Success guaranteed

We guarantee that through our training a significant improvement of the employee qualification and thus an increase of the customer satisfaction occurs.

7. Experience

Several thousand satisfied participants and more than 300 successful worldwide service consulting projects speak for IMPULS as qualified and leading provider for service training.

8. Sustainable

Through targeted coaching, accompaniment and transfer tasks, we provide one sustained success of service training safely.

APOLLO Program

**We make your service business more successful -
because service is our passion!**

APOLLO The training program for service, sales and leadership



The APOLLO training program includes the following single trainings:

| Trainings basic knowledge: | Side |
|-------------------------------------------------------------------------------|-------------|
| ▪ Professional phoning | 7 |
| Trainings for service technicians: | |
| ▪ Behaviour at the customer site | 8 |
| ▪ Service Technicians as sales promoter | 9 |
| ▪ Communication for Commissioning engineer, adjuster and application engineer | 10 |
| ▪ Business administration for service technicians | 11 |
| ▪ Train-the-Trainer | 12 |
| Trainings for the service back office: | |
| ▪ Successful de-escalation management | 13 |
| ▪ Active offer follow up | 14 |
| ▪ Actively promote spare parts and services | 15 |
| ▪ Strategies for customer oriented service products | 16 |
| ▪ Global spare parts pricing | 17 |
| ▪ Excellent service marketing | 18 |
| ▪ Success factors for a excellent Service controlling | 19 |
| ▪ Efficient scheduling of field service | 20 |

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APOLLO The training program for service, sales and leadership



The APOLLO training program includes the following single trainings:

Trainings for the (Service) sales:

| | Side |
|----------------------------------------------------------|-------------|
| ▪ Active offer follow up | 21 |
| ▪ Active sales of spare parts and services | 22 |
| ▪ Targeted service sales planning by key account manager | 23 |

Trainings for service manager

| | |
|--------------------------------------|----|
| ▪ Proactive service management | 24 |
| ▪ Teamwork between sales and service | 25 |

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Professional phoning

...Tips and tricks for frequent callers

One of the most important communication channels for our professional life is the telephone. It is the mouthpiece and often the first contact point to the customer. By acting the right way on the phone, we can significantly improve customer satisfaction. The right methods and tools to improve your impact on the phone are part of this training. A professional handling of difficult customers and situations on the phone as well as a sensitization for the effect on the customer complete the training.

Content:

- Basic knowledge about the topic communication on the phone
- Professional handling of different customers on the phone
- The impact of the voice and the body language on the phone
- Influences in the context of a telephone conversation
- Handling von typical conversational situations
- Tips and tricks for the call acceptance, call handling and call completion

Your benefits:

In this seminar you will learn, ...

- what you should consider when preparing and forwarding phone calls
- how to optimize your effect on the phone
- how to successfully talk on the phone
- how to deal with difficult and critical situations
- how to adjust to different people

Target group:

Employees of the customer support, helpline / hotline and techn. support, service and sales back office, all employees with regular phone contact

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Behaviour at the customer site

...service technicians are the face of the company to your customer

Service technicians are the business card of your company. They make a significant contribution to customer satisfaction and are a decisive factor for success. Creating awareness that every customer-facing employee has a direct impact on customer retention is therefore particularly important. A professional appearance of service technicians not only contributes to increasing customer satisfaction and loyalty, but also has a positive impact on sales and revenue in service.

Content:

- Basic knowledge about the topic communication
- Successful communications techniques for different customer types
- Guideline for customer oriented behaviour before, during and after a service visit
- Handling complaints and unsatisfied customer on site
- Practical exercises for the timely implementation of the learned methods
- Represent the USP's of your company and service by the technician

Your benefits:

In this seminar you will learn, how you...

- handle different customer types
- implement the most important rules for successful customer communication
- manage unsatisfied customers and complaints sovereign
- behave professionally before, during and after the service visit
- differentiate yourself and your service positively from the competition

Target group:

Service manager, service technicians



Service technicians as sales promoter

...increase the service turnover through target oriented sales

Service technicians will play a key role as sales promoter and customer advisors in the future. In addition to technical skills, sales-related and conclusion-oriented communication with the customer is particularly crucial. The provision of methods for target-oriented customer contact and the active sale of services by service technicians will become increasingly important in the future. We provide your service technicians with useful tips and tricks so that they can strengthen their competitive position by offering not only the usual inspections and repairs, but also generate additional sales potential.

Content:

- Methods for analyzing the customer situation and determining customer requirements
- Successful communication with different decision makers at the customer
- Methods for active sales and advice to customers on services
- Dealing with resistance and problems
- Customer-oriented presentation of service benefits
- Methods of offering and selling additional services
- Practical exercises for the timely implementation of the learned methods

Your benefits:

In this seminar you will learn, how you...

- deal with different customer types
- successfully inspire customers for (additional) services
- argue prices and discounts reasonably
- deal with purchase resistance at the customer
- actively sell spare parts and services

Target group:

Service manager, service technicians

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Communication for commissioning engineer, adjuster and application engineer

...Make sure you have a good start with the customer

The assembly, commissioning and acceptance of a machine / plant is an important time for further cooperation with the customer. The correct behavior of the employees on site is crucial for the sustainable customer satisfaction. Especially in difficult or "critical" situations, it is essential that the employees behave professionally and customer-oriented and do not ignore the interests of the company. In addition, it is important to ensure a solution-oriented approach to training and instruction groups.

Content:

- Dealing with different customer and training types
- Guide to customer-oriented behavior on site during commissioning
- Methods for guiding training and briefing groups
- Methods for dealing with critical customers
- Professional handling of resistance and complaints
- Practical exercises for the timely implementation of the learned methods

Your benefits:

In this seminar you will learn, how you...

- successfully deal with different customer types and decision makers at the customer
- to use tips and tricks for a customer-oriented communication
- successfully plan and conduct training and briefings
- deal with critical queries and customer comments
- understand objections and complaints and answer them professionally

Target group:

Commissioning engineer, adjuster and application engineer, inspectors



Business administration for service technicians

...so that your service technicians act successful

Service technicians are becoming more and more important as sales intermediaries and customer advisors. Since the influence of service technicians on costs and sales in service will become increasingly important in the future, the communication of economic actions to sustainably secure sales and earnings is particularly important. In addition to the basics of business administration and economically sensible procedures, we provide your service technicians with concrete methods for the precise preparation and follow-up of order processing.

Content:

- Business management in the After Sales Service:
 - Budget, costs and results in the after sales service
 - Redeemable services
 - Cost driver in the after sales service
 - Productivity of service technicians
- Financial fundamentals in service
- Create awareness of how important profitability and high productivity are
- Demonstration of economically meaningful actions (service contracts vs. paid services)
- Ways to offset the work preparation and follow-up to the customer

Your benefits:

In this seminar you will learn, how to...

- recognize business relationships in the service
- optimize the financial performance in the service
- design your service efficiently and economically
- develop a successful and efficient work methodology
- argue the calculation of the work preparation and follow-up reasonably

Target group:

Service manager, service technicians, team- und group leader, manager of departments

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Train-the-Trainer

...successful trainings through excellent trainer

Trainings and seminars are an important product group and point of contact for the customer. Through successful training, customers, employees and service partners receive the relevant information in a sustainable way. Optimal preparation, the right mix of methods and media as well as the own, personal impact in dealing with a training group are the relevant success factors for an excellent training and part of this training. Also the correct handling of the different participant types and difficult situations in the context of a training are topics of these two days.

Content:

- What is important for an excellent preparation of a training
- A guideline for the training documents and planning
- Methods and media for the guidance of training groups and applications
- Tips and tricks for getting started, conducting and completing training
- Dealing with different types of participants and difficult situations
- Methods for transfer into everyday life and for follow-up

Your benefits:

In this seminar you will learn, how you...

- prepare properly for a training
- build a training didactically correct
- properly use the relevant tools / methods for successful completion
- deal with difficult participants and situations
- make the transfer into everyday life successful

Target group:

Trainer, seminar manager, lecturers and instructors

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Successful de-escalation management

...how to handle professional unsatisfied customers

The customer is dissatisfied and wants to complain. The mood has heated up and escalated. Take this opportunity to professionally address the needs and problems of your customer and convince him of your service. The right behavior is crucial for further successful cooperation in after sales service. Convince the customer of your service even in difficult situations!

Content:

- Basics and basic knowledge about communication byphone
- Professional dealing with dissatisfied customers and complaints on the phone
- Ask the right questions for quick troubleshooting and resolution
- Tools and methods for de-escalation of complaints
- Methods, tips and tricks for dealing with difficult customer situations
- Practical exercises for the timely implementation of the learned methods
- Methods for recording and evaluating complaints

Your benefits:

In this seminar you will learn, how you...

- deal with different, dissatisfied customer types
- implement the most important rules for successful customer communication
- use complaints as an opportunity
- take advantage of tips and tricks for professional behavior on the phone
- successfully communicate the solution to the customer

Target group:

Employees and leader in the departments customer support, helpline / hotline and techn. support

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Active offer follow up

...increase your hitrate for service offers

An active after sales service is becoming increasingly important. Spare part pirates and service providers are pushing for the profitable service market and increasing the competition. A success factor with a low expenditure of time and great effect is the active offer tracking of service and spare parts offers. Consistent follow-up of open offers significantly increases the completion rate.

Content:

- Basic knowledge about communication by phone
- Active offer tracking methods
- Practical Guide for successful calls
- Methods for the sovereign argumentation of prices and discounts
- Professional recording of reasons for non-buyers
- Methods for the active distribution of additional spare parts and services
- Practical exercises for the timely implementation of the learned methods

Your benefits:

In this seminar you will learn, how you...

- to take advantage of tips and tricks for customer-oriented phone communication
- successfully track open offers
- arguably argue spare parts prices, discounts and minimum selling prices
- determine the relevant reasons for refusal

Target group:

Service manager, spare parts seller, service back office, service sales (back office)



Active sales of spare parts and services

...develop the service employees in the back office to successful service sales promoter

The active promotion of spare parts and services is a key success factor for the service of the future. Competition is growing and customers are becoming increasingly price sensitive. Active Spare Parts and service providers complicate additional service growth. Therefore, employees in the office should be best qualified in the active sales of spare parts and services over the phone or e-mail. An active sale as well as a sovereign supply tracking ensure lasting service success.

Content:

- Successful communication techniques for different types of customers
- Guide to customer behavior on the phone, by e-mail and on-site
- Methods for the active distribution of spare parts and services
- Active offer tracking methods
- Methods for the sovereign argumentation of prices and discounts
- Professional handling of resistance and complaints
- Practical exercises for the timely implementation of the learned methods

Your benefits:

In this seminar you will learn, how you...

- deal successfully with different customer types
- to take advantage of tips and tricks for customer-oriented telephone communication
- arguable arguments for spare parts prices, discounts and minimum selling prices
- successfully track open offers
- understand objections and complaints and treat them professionally

Target group:

Manager of the spare parts department, spare parts seller, service back office, service sales (back office)

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Strategies for customer oriented service products

... increase the turnover and customer retention through customer oriented service products

The customer expectations for the After Sales Service are constantly increasing. New technologies and trends are influencing the service of the future. The following questions are therefore becoming increasingly important: who are our customers in the service? Which additional service products do they expect in the future and how must they be designed to be successful in the market? How can existing and future service products be developed and marketed in a customer-oriented manner? We offer practical solutions to these and other questions.

Content:

- The service product development process
- Approach to the conception and implementation of customer-oriented service products
- Identification of the relevant target groups and their expectations of the service
- Development of an attractive service product portfolio
- Methods for the conception and realization of new service products
- Successful pricing and marketing of the service product portfolio

Your benefits:

In this seminar you will learn, how you...

- determine the needs and expectations of your customers in the service
- increase your sales in service through customer-oriented service products
- to optimize your service product portfolio
- generating new product ideas in the service
- systematically develop (PEP) and market products

Target group:

Service manager, service product manager, marketing- and sales responsible persons

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Global spare parts pricing

...increase of the turnover and margin through market oriented pricing

The importance of competitive spare parts prices is increasing for manufacturers of machinery and equipment. Spare part Pirates and direct sellers, which offer the products 30-50% cheaper compared to the original manufacturers, make the competitiveness of the manufacturers in the global competition more difficult. Due to the increasing use of the Internet for price determination, the comparability of prices for machine users is growing even further. For many companies it is therefore necessary to put their spare parts prices to the test.

Content:

- Analysis and evaluation of the current spare parts costing
- Building a competitive and value-oriented pricing
- Formation of differentiated spare parts classes and additional factors
- Introduction of defined benefit discounts for distributors and dealers
- Successful communication and marketing of new prices for maximum market acceptance
- Increase in spare parts sales and revenues due to new prices by approx. 10%
- The 10 IMPULS steps to optimize and successfully introduce an excellent spare parts pricing strategy

Your benefits:

In this seminar you will learn, how you...

- optimize your spare parts prices in 10 steps
- expand your spare parts sales by using a differentiated pricing
- increase revenues even with highly competitive spare parts
- the new spare parts prices communicate to customers and distribution partners

Target group:

Service management, customer support manager, manager and employees of the spare parts department



Excellent service marketing

...develop the After Sales Service to a successful service brand

In the future, successful service marketing will no longer be confined to increasing awareness, but to establishing the After Sales Service as a successful brand. Service as a brand is a differentiation and unique selling point and, in addition, opens up additional sales and price policy scope. If the service of a company enjoys an exclusive image, this has a positive effect on the entire range of services and new products. We'll show you how to build a service image as a trusted service partner and give you useful tips and tricks on how to use appropriate marketing tools.

Content:

- Active service Market development through targeted marketing / communication measures
- Basics of marketing planning and successful branding in service
- Dealing with relevant marketing tools
- Methodology for setting up and maintaining a service customer database
- Practical examples with numerous tips and tricks for the systematic development of a successful service marketing campaign

Your benefits:

In this seminar you will learn, how you...

- successfully marketing your service portfolio through marketing campaigns
- implement internal and external service communication strategies
- service marketing tools, such as Service brochures, flyer, service newsletter, customer magazine, service appearance on the homepage, etc. develop
- develop your After Sales Service as an unmistakable brand
- design and implement successful social media strategies in service

Target group:

Service management, service product manager, marketing- and sales responsible persons

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Success factors for a excellentes service controlling

...relevant KPI's and instruments for a successful service

After sales service is increasingly becoming a strategic business area. At the same time, the complexity of the business continues to increase. To steer the After Sales Service, you need the right service strategies, key figures and tools. But how do you develop a service strategy? Which key figures and influencing options do you have to achieve your service goals? And how do you implement a successful service controlling? These and other questions are answered in the methods training.

Content:

- Development of a successful service vision and derivation of the service strategy
- Derivation of intermediate steps and measures to achieve the strategic goals
- Examples of relevant service key figures in the areas of spare parts, field service, modernization and customer support
- Examples and benchmarks for service metrics
- Methods for optimizing your existing key figures systems / cockpits
- Tips and tricks for a successful implementation and implementation

Your benefits:

In this seminar you will learn, how you...

- develop a successful service vision and service strategy
- define the right goals and targets for your after sales service
- through the use of relevant key figures and control instruments, successfully manage and measure the service goals
- successfully implement your service goals in a service cockpit

Target group:

Service management, customer service and spare parts management, controller, team- and department manager in the after sales service

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Efficient scheduling of field service

...the right person at the right time at the right place

In addition to highly qualified service employees, efficient operational control is required in order to ensure optimal use of resources in service. Only those who succeed in having the right person in the right place at the right time generate customer satisfaction and long-term customer loyalty. We provide your operational planners with the tools to efficiently control service technicians - regionally and according to qualification.

Content:

- Methods and tools for efficient resource planning and control
- Optimum use of resources in the after sales service
- Self-control of service technicians vs. Control by dispatchers
- Appointment and active customer care
- Charge of travel time as well as work preparation and follow-up
- Optimization of the technical support / helpline for quick problem solving for the customer
- Practical exercises for the timely implementation of the learned methods

Your benefits:

In this seminar you will learn, how you...

- efficiently plan and control the service technicians deployment
- increase the productivity of service technicians
- actively support customers in the service
- optimize your technical support / helpline in the sense of a competent customer service
- ensure the economic efficiency of the technical support / helpline

Target group:

Service manager, service technicians, dispatcher, team and group leader

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Active sales of spare parts and services

...develop the service employees in the back office to successful service sales promoter

The active promotion of spare parts and services is a key success factor for the service of the future. Competition is growing and customers are becoming increasingly price sensitive. Active Spare Parts and service providers complicate additional service growth. Therefore, employees in the office should be best qualified in the active sales of spare parts and services over the phone or e-mail. An active sale as well as a sovereign supply tracking ensure lasting service success.

Content:

- Successful communication techniques for different types of customers
- Guide to customer behavior on the phone, by e-mail and on-site
- Methods for the active distribution of spare parts and services
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- to take advantage of tips and tricks for customer-oriented telephone communication
- arguable arguments for spare parts prices, discounts and minimum selling prices
- successfully track open offers
- understand objections and complaints and treat them professionally

Target group:

Manager of the spare parts department, spare parts seller, service back office, service sales (back office)

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Targeted service sales planning by Key Account Manager

...develop your service sales staff to efficient and targeted
service key account managers

Loyal customers are an important success factor for a profitable service business. Especially large customers and customers with great potential must be actively looked after and advised by the service. Targeted planning and customer approach can significantly improve service revenues as well as customer loyalty for these customer groups. In addition to the right communication, perfect preparation is the basis for sustained service growth.

Content:

- Optimal appointment and conversation planning or preparation
- Methods and assistance for the successful start of a conversation, discussion and a binding conclusion for different customer types
- Guide to sales-oriented behavior on the phone and on-site
- Methods and Arguments for Developing Key Accounts for the Service
- Methods for the sovereign argumentation of prices and discounts
- Practical exercises for the timely implementation of the learned methods

Your benefits:

In this seminar you will learn, how you...

- successfully convince various customer types and decision makers at the customer
- reach the goal through a conclusion-oriented discussion
- argue prices, discounts and services confidently
- successfully track open offers
- Resolve resistances and objections successfully

Target group:

Service manager, service key account manager, manager spare parts department, spare parts seller and service sales employees



Manage service pro active

...generate through successful leadership service growth

Satisfied service employees identify with the company and its after sales service and embody it in the sense of "people as brand" to the customer. We provide service managers with the necessary levers for the successful management, control and motivation of service teams and show you how to increase employee motivation through incentive systems and sustainably increase sales and earnings in service through satisfied employees.

Content:

- Goals, Role and Tasks of a Manager for Successful Control in Service
Leading Employees: Recognition - Support – Criticism
- Employee motivation and incentive systems in service
- Employee qualification and development
- Appraisal interviews as a basis for team building, motivation and conflict management
- Team building and collaboration with other departments
- Pragmatic methods of time management

Your benefits:

In this seminar you will learn, how you...

- achieve leadership acceptance through competence
- plan active customer care at all employee levels
- motivate employees and design incentive systems in the service
- conduct employee appraisals professionally
- plan and use your time efficiently

Target group:

Service manager, regional service manager, team leader

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Team work service and sales

...the common way to customer loyalty

Capital goods often have a lifetime of several decades. It is often not clear who is the point of contact for the customer. Only coordinated teamwork between service and sales ensures consistent customer support throughout the entire product life cycle. We show your service and sales employees how they can support each other and thus not only increase sales in service and new business, but also significantly increase customer loyalty.

Content:

- Definition of the "handover" distribution / service
- Common goals of service and sales
- Avoid conflicts through mutual support
- Consistent customer support over the entire product life cycle
- Ways to joint service market development (products, price sovereignty, etc.)
- Active sale of services through service and sales
- Role-playing games for the common practice of the learned

Your benefits:

In this seminar you will learn, how you...

- clearly define responsibilities in service and sales
- achieve common goals through cooperation
- minimize conflicts between sales and service
- in the sense of "one voice to the customer" to customers
- create an active service sales through service and sales

Target group:

Service manager, regional service- and sales teams

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Our APOLLO trainings are designed for groups of 6 - 12 people

Trainings basic knowledge:

- Professional phoning 1 Day

Trainings for service technicians:

- Behaviour at the customer site 2 Days
- Service Technicians as sales promoter 2 Days
- Communication for Commissioning engineer, adjuster and application engineer 1 Day
- Business administration for service technicians 2 Days
- Train-the-Trainer 2 Days

Trainings for the service back office:

- Successful de-escalation management 1 Day
- Active offer follow up 1 Day
- Actively promote spare parts and services 2 Days
- Strategies for customer oriented service products 1 Day
- Global spare parts pricing 1 Day
- Excellent service marketing 1 Day
- Success factors for a excellent Service controlling 1 Day
- Efficient scheduling of field service 1 Day

The price for our service Mastertrainer is 1.950 € per training day.

The price includes:

- Preparation and creation of the training concept
- Development of the customer specific training documents
- Protocol and creation of transfer proposals for the every day work

Plus: 49 EUR per participant for detailed training material

The price does not include additional costs for travel and training room rent (if not the facilities of the customers are used), which will be charged after 1:1 effort. VAT is charged separately.

IMPULS - Learn from the pioneer and market leader in service consulting!
Benefit from our excellent service know-how and experience from over 300 successful after-sales service projects as well as several thousand training participants.

Our APOLLO trainings are designed for groups of 6 - 12 people

Trainings for the (Service) sales:

- | | |
|----------------------------------------------------------|--------|
| ▪ Active offer follow up | 1 Day |
| ▪ Active sales of spare parts and services | 2 Days |
| ▪ Targeted service sales planning by key account manager | 1 Day |

Trainings for service manager

- | | |
|--------------------------------------|--------|
| ▪ Proactive service management | 1 Day |
| ▪ Teamwork between sales and service | 2 Days |

The price for our service Mastertrainer is 1.950 € per training day.

The price includes:

- Preparation and creation of the training concept
- Development of the customer specific training documents
- Protocol and creation of transfer proposals for the every day work

Plus: 49 EUR per participant for detailed training material

The price does not include additional costs for travel and training room rent (if not the facilities of the customers are used), which will be charged after 1:1 effort. VAT is charged separately.

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Benefit from our excellent service know-how and experience from over 300 successful after-sales service projects as well as several thousand training participants.

Sustainable transfer in the every day work

...two options for a sustainable knowledge transfer in the every day work

The duration of a change in behavior takes up to six months. That is why we not only support your service employees with excellent execution, but also animate and remind the participants of the implementation of the learned content. The employees receive transfer tasks for successful implementation in practice. This deepens experience and strengthens first successes.

1. Option: Phone- / Video- / Skype-Follow-Up

- In telephone calls or videoconferences the first experiences are discussed with the participants
- Implementation of the learned
- Deepening of first successes
- Tips and hints for further improvement

→ **Investment: approx. 1.5 hours per participant**

2. Option: Personal feedback meeting with the participants on site

- In a personal follow-up appointment (in the group or individually) the successes in the implementation and the lessons learned will be exchanged
- The success storybook is being discussed
- Clarification of problems and difficulties and development of solutions
- Deepening of topics in practical exercises

→ **Investment: 1 Training day per 6 participants or ca. 1,5 hours per participant direct coaching**

Excerpt from our reference customers

Several thousand satisfied participants from leading international companies speak for **IMPULS** as a qualified training partner.



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Your contact persons for the APOLLO trainings

If you are interested in our trainings or have questions about our offer, please do not hesitate to contact us



Marco Strobel-Fuchs

Mr. Strobel-Fuchs would be pleased to arrange a personal meeting beforehand.

Professional background

- Dipl. Betriebswirt (FH)
- Senior Consultant, Mastertrainer
- **Contact person for:** communication and behavioral training, methods training, service controlling
- **Contact:** strobel-fuchs@impuls-consulting.de
- **Language:** German, English
- 10 years international consulting and coaching experience
- Training and qualification of service employees
- Design and implementation of service seminars
- Speaker at the VDMA Service Manager course
- Analysis and optimization of processes at numerous international companies
- Development and implementation of growth strategies



Kathrin Gasslmaier

Mrs. Gasslmaier would be pleased to arrange a personal meeting beforehand

Professional background

- B.Sc. Business Administration
- Senior Consultant
- **Contact person for:** Service products and marketing
- **Contact:** gasslmaier@impuls-consulting.de
- **Language:** German, English, French
- 8 years international consulting and coaching experience
- 2 years communication and marketing specialist in the capital good industry in Switzerland
- Expert for the development and realization of international marketing and communication concepts

Your contact persons for the APOLLO trainings

If you are interested in our trainings or have questions about our offer, please do not hesitate to contact us



Martin Auer

Mr. Auer would be pleased to arrange a personal meeting beforehand

Professional background

- Dipl. Betriebswirt
- Partner
- **Contact person for:** International spare parts pricing
- **Contact:** auer@impuls-consulting.de
- **Language:** German, English
- 9 years consulting and international coaching experience
- Development and implementation of international spare parts pricing strategies in the capital goods industry
- VDMA speaker for future-oriented price systems in mechanical and plant engineering
- Speaker at the VDMA Service Manager course