



Sales. Impact. Advisory

COMPANY PROFILE



**“Satisfaction
is the bizarre call
of mediocrity.”**

Michel de Montaigne





Our vision

We are your No.1-partner in change management

On the way to measurable and sustainably increased performance in sales we **support, counsel** and **accompany your most valuable capital: your sales personnel.**

**“If there is a better
way to do it, find it.”**

Thomas Alva Edison

Verweyen

Erfolgen



Our culture

Core values of our business model

Our clients are well-known companies and very often market leaders. We accompany on a highest level – with true commitment and respect.

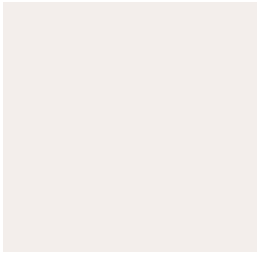
Our consultants and associates provide world-class consulting based on their specialized professional expertise and in depth knowledge of our customers' industries. Each of them is characterised by a maximum of individuality and a very modern way of working tailored for our customers.

Their focus is to develop and use the full potential of everyone, to be a model for success and give and enrich your company with new growth impulses.



**“The definition
of insanity is to do the same
all the time and to expect
different results.”**

Albert Einstein – a visionary among the change managers



Our goal

Mission possible

Since twenty years we develop innovative solutions for a fast and observable performance increase of sales systems. We empower our customers the sales potential to make efficient use of their full sales performance. Quantitative and qualitative improvement of the results plays a central role in our projects.

First and foremost we conceive advanced training in sales to foster a sustainable and company-wide performance increase of our costumers' sales staff.

We strongly accompany the implementation of new sales and leadership systems by the *avbc-change-roadmap* which is a state-of-the-art procedure to transform market victims into participants.

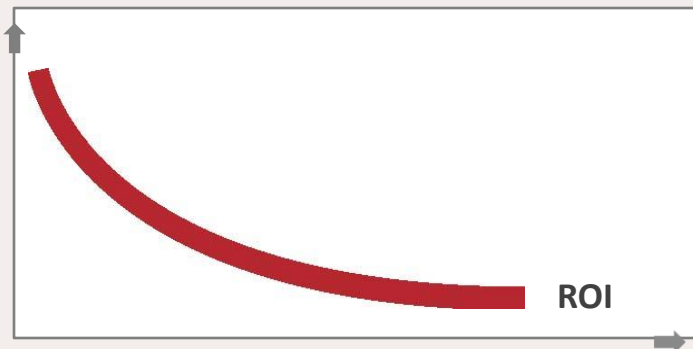


Our USP

More and more of the same. - Are you up for something completely new?

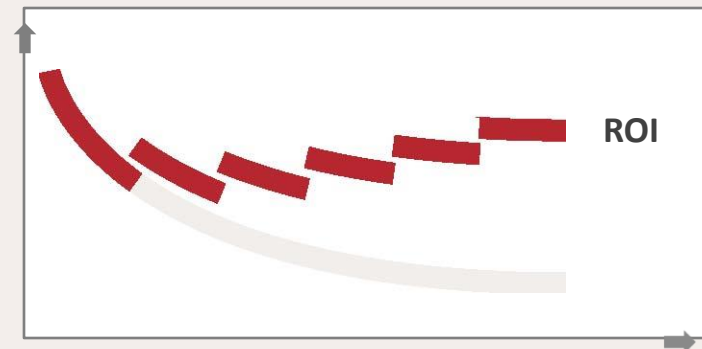
The leakage of several days' workshops is immense: The participants retain only a trickle of the involved content and afterwards its implementation is at risk to be insufficient!

Due to the simad[®]-method we overcome the forgetting curve: our key learnings are practised in hands-on real cases during several short and interval-oriented performance workshops. Afterwards they are directly applied to the day-to-day business. The following workshop will proceed only after a successful implementation of the first one. This strategy significantly enhances the motivation for implementation and the appetite for efficient performance. Forgetting will be merely impossible!



“classical”

The classical learning curve (forgetting curve) of several days workshop: After a relatively short time the imparted content is forgotten and as a consequence only little change of old behaviour is achieved.



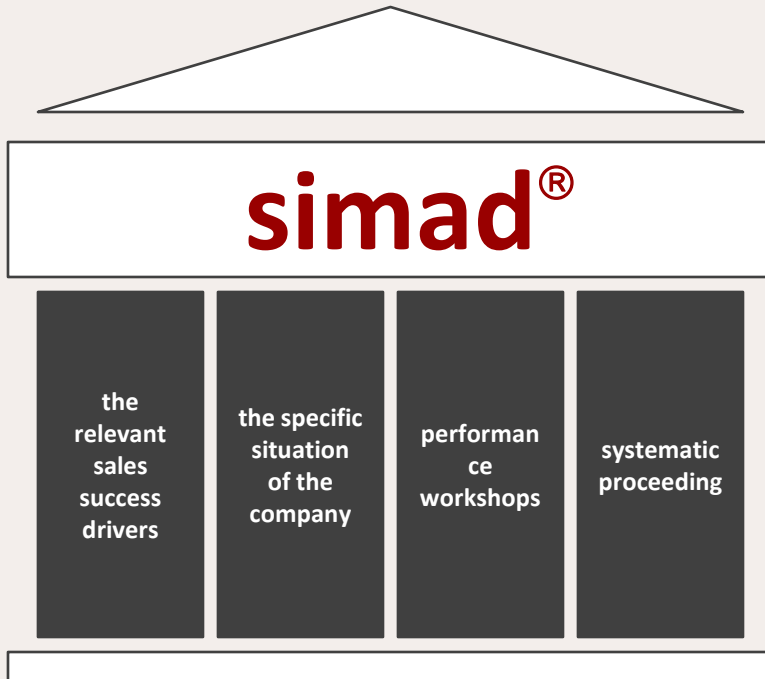
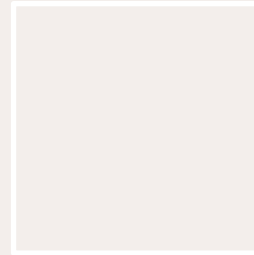
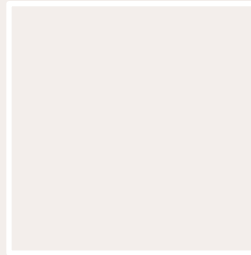
intervals

The decline of the learning curve is “interrupted” by the simad® method: The participants are systematically motivated to apply new behaviour patterns in their practical everyday experience. Shortly, adequate unit sizes in combination with our continuous support make forgetting merely impossible!



The 4-pillar-concept

Our concept is based on four pillars and ensures a coherent and verifiable performance increase of the sales systems of our customers, thus increasing their competitiveness. During that process the relevant and sector-specific sales success factors of our customers will be precisely analysed and placed in the specific context of the industry.



Our innovative solution **Sales Impact Advisory (simad®)** is a modular and process oriented system. Due to its visionary and holistic profile, it is conceptually superior to all conventional training methods .

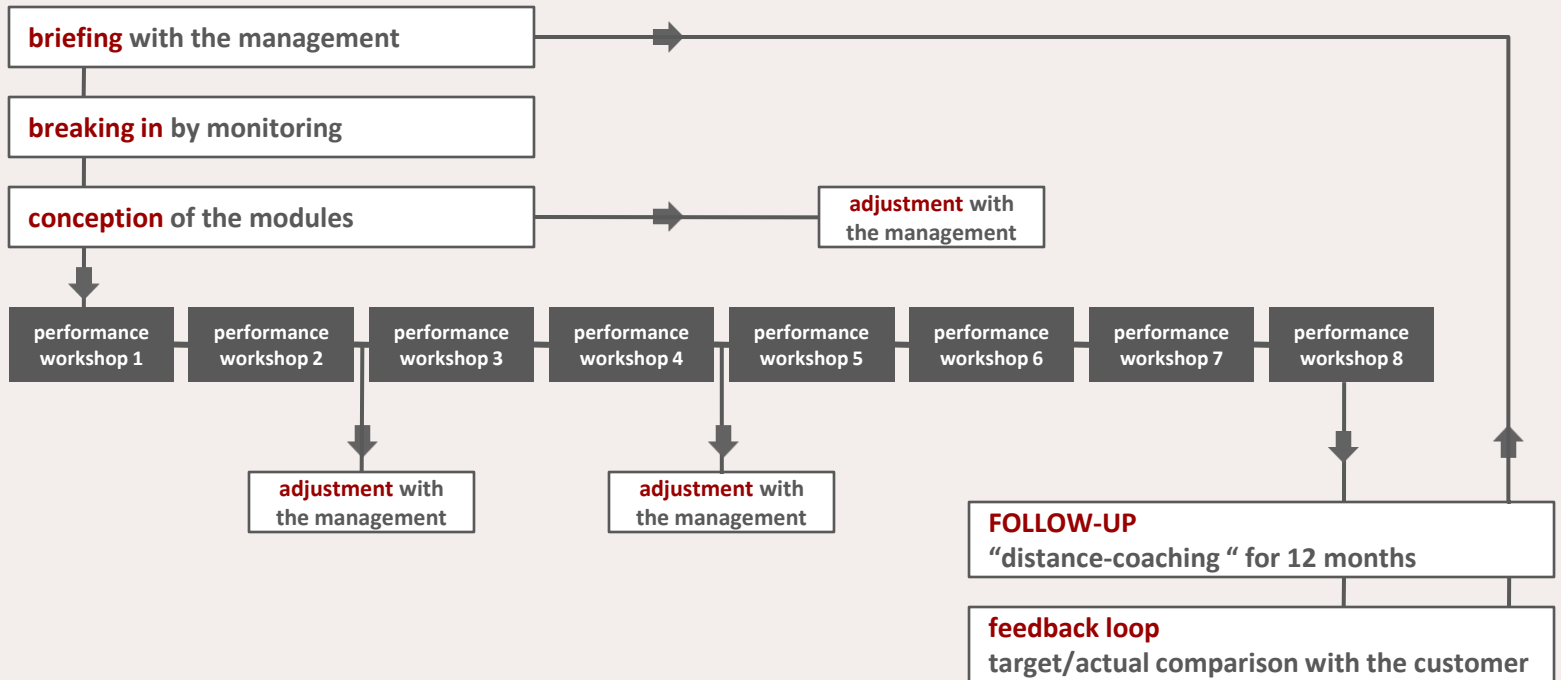
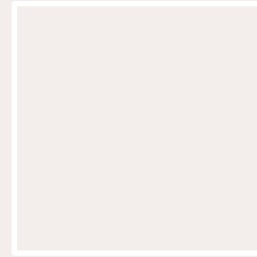
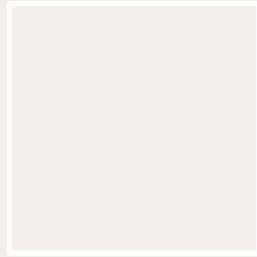


simad[®] for a maximum sales success – guaranteed!

Increased and optimised sales performance - that is the success potential of our holistic and integrative concept **Sales Impact Advisory (simad[®])**. This ground-breaking system convinces with a proven track record of success due to its unique combination of economically reasonable modules and specific processes tailored to our customers' needs.

During all change processes we individually accompany the successful implementation of new sales and leadership systems with the simad[®] method to increase their success. Afterwards we integrate them in the context of our customers' companies. **The aim is to transform market victims into participants.**

Our consultants generate and implement solutions together with all workshop attendants during eight accurately coordinated modules. These solutions are designed to meet the high requirements of our customers for an optimised consulting and sales process.



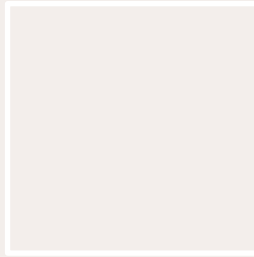
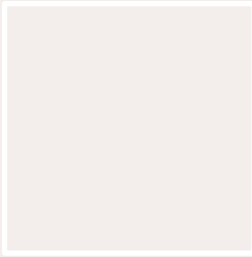


Our skills

Selling today

The growing comparability of products and the assimilating quality levels make a differentiation based on classical product and performance features more and more difficult. The distribution of goods and services is confronted with higher requirements of the customers regarding of the consulting and sales process.

The sales service quality, the sales excellence and consulting play a more and more an important role. In former times consulting and sales quality were seen as a support function within the product sales. Today, sales excellence has become a clear performance and profiling feature which affects the whole premium segment in particular.



Relationship Model of Selling

40%	Building Trust (rapport)	Approach	Telling	10%
30%	Probe, Ask Questions & Listen	Identifying Needs	Qualifying	20%
20%	Sell Benefits	Making the Presentation	Presenting Features	30%
10%	Reassure & Close	Resistance & Gaining Commitment	Closing Long & Hard	40%

Traditional Model of Selling





Your guarantee

A lot can be asserted but ...

Optionally, we can offer a performance guarantee for our customers: If the initially stipulated KPI's are not improved by a minimum 10%, the customer will retrieve his fee – without ifs and buts!

“The reason for not being able to solve a problem is standing to the rules.”

Alexander Verweyen





Our experience

A compendium of some examples

ABN Amro
Arthrex
Bang & Olufsen
Basler Kantonalbank
Bayer Industry Services
Bayern Invest
Bel Deutschland
BIB – Bakemark
BMW AG
Bosch Siemens Hausgeräte
Dr. O.K. Wack Chemie
Epson
Feldschlösschen
Garant Immobilien
Glaner Kantonalbank

Glas Trösch
HASPA
HSBC Trinkaus
HypoVereinsbank
Julius Bär
Karstadt
Lekkerland
LGT
Loden Frey
Loewe
Mainmetall
MAN
Mont Blanc
Opel
Peek & Cloppenburg

Postbank
Primagas
Sahco
Sick AG
Sixt AG
Tschibo
Thurgauer Kantonalbank
UBS Deutschland
USM
Wempe
West LB
Wöhrli
ZF Trading
Zürcher Kantonalbank



alexander verweyen
BUSINESS CONSULTANTS GmbH

Perchtinger Straße 6
D - 81379 Munich
T: +49 (0) 89/550 57 - 660
F: +49 (0) 89/550 57 - 6629
E: info@avbc.de
www.alexanderverweyen.com