

# Stimmen unserer Kunden

## „Account MAPping WORKSHOP ASSESSMENT“ in Lisle/ USA

Unser Kunde: ein weltweit führender Zulieferer mechanischer Komponenten

Im Rahmen dieses zweitägigen Workshops wurden die Teilnehmer anhand von konkreten Kundenprojekten in die Account MAPping Methode eingeführt.

### **Folgendes Feedback gaben die Teilnehmern zur nachfolgenden Frage: What did you like or appreciate most during this workshop?**

„This was a very practical workshop consisting of tools I can immediately apply to my key accounts. For example, the day after this workshop I participated in a design review with another key account and found myself analyzing the meeting using the principles learned from the workshop. It was clear that we were caught in the Evaluators loop. The workshop provided tools I could use to identify the situation and a strategy to overcome the resistance and move the project forward. I would like for all of my sales engineers to participate in a key account mapping workshop.“ REGIONAL MANAGER

“The workshop helped me to become aware of the importance to enter deeply into customer’s processes, improve my knowledge of business approaches and to understand to which extend we depend on different cultural backgrounds.” SALES MANAGER

“How to communicate more effectively and identify business opportunities in a team setting and understand the processes that are necessary to create value inside and outside of the company we work for.” SALES MANAGER

“Our coach did an excellent job engaging the participants of the workshop and keeping us focused on what we were there to accomplish. I also believe it was nice to have the guidance during certain team breakout sessions – this helped to focus our efforts on useful dialog and further understand how we could maximize our return through the use of simple planning”. SALES ENGINEER

“The personal attention that we received during the training. Each issue was thoroughly discussed”. IKAM

„The logical structure and process of mapping out a customer and its contacts. It very clearly showed were to focus and were NOT to focus“.IKAM

“The workshop presented a useful and valuable method to develop organizational selling strategies with our key customers, which is an area we can strongly benefit from. The hands-on approach to working on a real world plan was most effective”. ENGINE COMPONENT SPECIALIST