

CHKD Academy 2022-02

Sales in German for Chinese Executives

Successful business development with German customers

18th of February 2022 (Friday), 9:00 am- 13:00 pm | click [Registration](#)

Training venue: Online Webinar

Target group: Chinese members of company boards and other company executives

Language: English

Certificate: every participant will receive a course certificate issued by the Chinese Chamber of Commerce in Germany e.V. and the China Netzwerk Baden Württemberg e.V.

Course Content:

The successful development of new business relationships, especially for products and services that require explanation, has both a long tradition and an incredibly unique culture in Germany. At the same time, customer and supplier relationships have evolved and changed significantly in recent years.

Digitalization, but also the increasing professionalization of purchasing departments in German companies, present sellers with completely new challenges when it comes to building new customer relationships. These changes offer great opportunities if you know the unwritten rules, the appropriate tools and strategies.

The first part provides an insight into successful sales concepts of German high-tech companies and their implementation in practice.

In the second part, participants will interactively work out how strategies, tools and tactics for new customer acquisition can be applied in German companies. There will be enough room for exchange of experiences and individual questions.

Trainer Profile:

Mr. Marcus Dobberstein discovered his passion for sales while working as a media consultant and a little later as an entrepreneur in direct marketing and media production. In 2006, he founded his first consulting company, today Viavendo - evolving sales, in which he and his team accompany clients in the development and transformation of their sales organization. Marcus Dobberstein has over 25 years of sales experience and over 20 years of experience in consulting sales organizations. His clients include leading companies in the automotive, chemical, healthcare, IT and finance industries. His focus topics include business development, complex negotiations and the coaching of sales leaders. Marcus Dobberstein holds a degree in business administration, is a certified trainer (BDVT), coach and organizational developer (IOBC).



Agenda

8:45 - 9:00	Login
9:00 - 9:15	Introduction of participants and Trainer
9:15 - 9:45	Strategies of Germany's top performing sales teams
9:45 - 10:15	How does a German Buying Center work?
10:15 - 11:00	Overview and application of successful sales tools and tactics
11:00 - 11:20	Break
11:20 - 12:00	Value Selling Toolbox & Best Practice
12:00 - 12:40	Account Development Toolbox & Best Practice
12:00 - 13:00	Summary and Q&A

Registration Deadline: the 16th of February 2022 (Wednesday). Max. 12 participants can attend the training. Due to the small number of free places, please register as soon as possible, if you are interested in the course. Please register [online](#) or contact Ms. Eva Fischkina (eva-simona.fischkina@chk-de.org) with your personal information (name, company, position, E-Mail address and Bill address). We will confirm your registration after receiving your transfer.

Price¹: members² **295,-*** / non members 395,-*

Package Price (5 Seminars) members: 1.195,-*

Package Price (5 Seminars) non members: 1.595,-*

1 Due to the strict number of participants in the course, the paid application fee is not refundable.

2 CHKD Members and CNBW Members

* All prices are exclusive of German statutory value-added tax // If the seminar is cancelled the course will be credited to you as a voucher, which can be used for any CHKD Academy seminar.

Registration

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Sales in German for Chinese Executives

公司名称 Organisation	
称呼 Address	<input type="checkbox"/> 先生 Mr. <input type="checkbox"/> 女士 Mrs./Ms.
参加者姓名 Name, Surname	
职务 Position	
联系电话 Telephone	
联系邮箱 E-Mail	
账单地址 Billing Address	
<input type="checkbox"/>	Confirming to pay the fee for the training on the 18th of February 2022

Please send us this application form till the **16th of February 2022**.

联系人 Contact Person:

Ms. Eva Fischkina

报名邮箱 E-Mail:

info@chk-de.org

电话 Telephone:

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About CHKD Academy

In recent years, Chinese enterprises have begun to invest more in Germany. In 2016, China's investment in Germany accounted for 40 percent of the EU's investment flows. At the end of August 2017, China's accumulated investment in Germany reached 10.858 billion US Dollars and the number of Chinese enterprises in Germany has reached more than 2,000. The Chinese Chamber of Commerce in Germany has made its regular member survey „Survey on the Investment Climate and Demand of Chinese Enterprises in Germany”, which shows that one of the biggest challenges faced by Chinese enterprises in Germany is the right way of leading international teams and how to operate in Germany. Based on this important background, the Chinese Chamber of Commerce will continue to actively play a “bridge” role. The CHKD offers Chinese companies, with the support of German professional expert and external institutions, trainings for executives and employees. These training sessions are designed to help Chinese companies to reduce organizational difficulties and costs, to promote the companies, to actively take on social responsibilities, to sustainably develop and to jointly establish a good Chinese economic image in Germany.