

Presented to you by



WOW-Effekt-MasterPlan®

The ultimate seminar for entrepreneurs, executives and those who want to become one

A three-day intensive seminar with
Hannes Katzenbeisser - "Der WOW-Effekt-Macher®"

Content

Hannes Katzenbeisser delivers real fireworks on multiplicative control levers for specialist retail in the digital age. Coupled with the latest findings from science and practice, Hannes Katzenbeisser coaches and motivates companies in specialist retailing and offers practical WOW Effect tools for marketing, positioning and POS.

- Specialised workbook
- Brainstorming WOW²
- Vision & motivation
- Positioning
- Business objective
- Defining a target audience
- Goal setting for 2030
- Route planning
- 52 WOW Effects
- Goals for 1, 3, 5 and 10 years
- Creating your own "WOW-Effekt-MasterPlan®"



Benefits:

All content is practical and up to date. Every participant has the opportunity to draw on an abundance of success multipliers for selling the digital age. Based on these, a customised WOW-Effekt-MasterPlan® is created in individual and group work, setting out the business objective, vision, philosophy, target audience and goals for the next 1, 3, 5 and 10 years. The insights gained can be put into practice immediately.

"Der WOW-Effekt-Macher®" Hannes Katzenbeisser produces satisfied businesses, happy customers, and motivated staff!

When: 21-23.10.2020 (09:00 - 17:00, three days)
Where: Hotel Rogner Europapark, Tirana
Price: 450.- EUR/person* VAT Excluded
The group is comprised by 15 participants

Who should attend

Entrepreneurs, higher-management/ C-suite

Special offer!

Are you looking for a course for yourself, for your team or both?

Should you like to participate in the 3-day Masterclass we offer you a valid coupon for 1-2 persons to participate in the upcoming seminar for Sales Mastery delivered by Hannes on Oct. 26-27 in Tirana ❤️💙❤️

Feel free to purchase either one of the seminars:

1. **Special Package:** MasterPlan+Sales Mastery (700.- EUR/person VAT Excluded)
2. MasterPlan (450.- EUR/person VAT Excluded) or
3. Sales Mastery (300.- EUR/person VAT Excluded)



Presented to you by



WOW-Effekt-SalesMaster®

Guarantees greater motivation and success in your job,
higher sales and better profit

A two-day intensive seminar with
Hannes Katzenbeisser - "Der WOW-Effekt-Macher®"

Content

Hannes Katzenbeisser demonstrates unequivocally how the online giants are using the tools of traditional retailers and service providers for themselves. Coupled with the latest findings from science and practice, Hannes Katzenbeisser coaches and motivates staff and business people and brings corporate success into the digital age.

- Identifying the status quo
- Vision & motivation
- Beliefs
- The 4 phases of the sales pitch
- Communication in the digital age
- Customer and seller psyche
- The 10 WOW-Effekt-SalesMaster®-Rules
- Handling objections
- Selling in the digital age
- Tools from the WOW-Effekt-SalesMaster®

Benefits:

All content is practical and up to date. Every participant gains a personal set of WOW-Effekt-SalesMaster® tools, which are developed both individually and in a group and consolidated in practice exercises. Alongside the required theoretical knowledge, the focus is on personality development, communication skills and motivation. The insights gained can be put into practice immediately.

"Der WOW-Effekt-Macher®" Hannes Katzenbeisser produces satisfied businesses, happy customers, and motivated staff!



When: 26-27.10.2020 (09:00 - 17:00, two days)
Where: Hotel Rogner Europapark, Tirana
Price: 300.- EUR/person* VAT Excluded
The group is comprised by max. 30 participants

Who should attend

All staff, managers, leaders and entrepreneurs

Presented to you by



Hannes Katzenbeisser

LENA Award winner, Sales trainer, management consultant & author
The man from real life for real life

After more than 35 years in the electrical trade, this qualified radio and video electronics engineer underwent a genuine post-millennial training marathon. As a result, he has achieved success in his own company time and again. With his team, he also managed to have more fun again at work, as well as financial success.

Yet that was not enough. He attended more seminars on sales, motivation, off & online marketing, communication and personal development, and he defined his own WOW-Effekt-SalesMaster®-Rules for "successful selling in the digital age".

Since completing his qualification as a trainer in July 2017 and achieving 1st place out of 300 participants in the speech competition at "Europahaus Mayrhofen" in December 2017, "Der WOW-Effekt-Macher®" has also developed seminars on developing a speaker personality as well as his seminars on sales and marketing. With the presentation of the "LENA Award" from the Austrian institute for business development, he achieved Austria's highest award in adult education in September 2019.

It is not only in his shows and seminars that the top-100 speaker passes on his knowledge of opportunities for correct positioning in the digital age, the importance of beliefs and the power of personality. In addition to self-employed people, small and medium-sized businesses, he also advises Fortune Global 500 companies on the areas of sales, marketing and business management as well as personnel agendas. Vivid analyses and live reports, for example from the first Amazon 4-star store in New York (USA), are unrivalled in the trainer sector.

"Der WOW-Effekt-Macher®" Hannes Katzenbeisser has toured Austria, Germany, Italy and Switzerland and already reached thousands of people, now with 4 seminar books, 6 seminar modules, his video workshop "DIE POWER SHOW®", his "ERFOLGSARENA®" roadshow and the SalesButler® - the "world's 1st training app for sales and marketing".

In December 2018 he was pictured on the front page of "Elektro & Wirtschaft" magazine with the quote "my seminars are no playground" - and anyone who has seen Hannes Katzenbeisser live on stage will know that everyone present is engaged in his shows and seminars.

With the founding of the HANNES KATZENBEISSER ACADEMY and qualification in 2020 in business consultancy including business organisation, the foundation was laid for a high-quality, successful, Europe-wide consultancy and training company for people and businesses.

"DER WOW-EFFEKT-MACHER®" HANNES KATZENBEISSER PRODUCES SATISFIED BUSINESSES, HAPPY CUSTOMERS, AND MOTIVATED STAFF!

This training proposal is brought to you by AIEx – Austrian Institute of Excellence. Our Institute provides you with training and qualification courses on: Project Management, Process Management, Excellence in Sales program, HR Management, Negotiation Skills, Leadership, Emotion Intelligence, LENA Learning methodology, Presentation Skills, Communication Skills, Customer Service, Stress Management, Time Management, Financial Trainings, Team Work and Team Building and Problem Solving, to mention a few.

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We wish you a pleasant, productive and successful learning process with us!

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