

Dirk Stöcker, Your Sales Trainer:



Dirk Stöcker is an expert in the fields of sales, new client acquisition, key account management and sales development.

Known for thinking outside the box, this thoroughbred entrepreneur with a hands-on mentality is held in high regard for his implementation strengths in operative business and the practical relevance for sales training that comes with this.

He has also been lauded for his value and service oriented implementation strengths. "Values create value"... this is his life motto.

Main Topics in Training, Coaching and Consultancy:

- B2B new client acquisition
- Sales development, sales expansion
- Key account management
- Emotional selling
- Negotiations and price discussions
- Selling at trade fairs – from the preparation phase over successful trade fair discussions to confident, closure-focussed follow ups

Target Groups:

Executive boards, CEOs, management staff, internal and external sales, sales, on-site sales staff, employee telemarketing, trade and technology

Methods for Sustainable Training Success:

- Detailed needs analysis
- Learning phase
- Training, experiencing, reflecting
- Development and growth
- Measuring frequency and quotas before and during the training course, and subsequently in daily business

Continuous Professional Development:

- Transactional Analysis – CHANCES Institute for Training and Development
- Train the Trainer – ifsm Institute
- Systemic Consultancy – Bernd Schmid

Languages:

German (native language) and English (business proficient)

Current References:

Villeroy & Boch, AEG, XEROX Kopiersysteme, Came Unternehmensgruppe Antriebstechnik, Enjoy Motors Deutschland GmbH Antriebstechnik, Sonoro Audio GmbH, Coupies GmbH Mobile Internet FMCG, Think&Sell, ama Adress- und Zeitschriftenverlag, Walltrup GmbH Elektroindustrie, Campus 1a Akademie
Further references can be provided upon request.

Testimonials from Participants:

- Excellent subject knowledge and practical experience
- An approachable and empathetic trainer
- His energy and humour are infectious
- From the field for the field

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