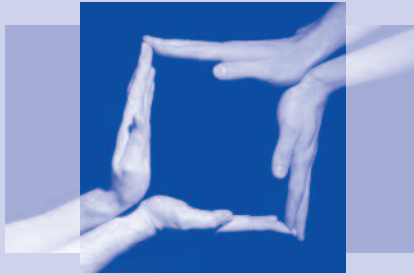


# NEWWAYS

performance by balance



**NEWWAYS – Your way to success!**

A large background image showing four hands, two from the top and two from the bottom, positioned to form a square frame. The hands are light-skinned and the background is a light blue gradient.

**Most people  
mistake attendance  
for participation.**

# People make the future!

## People make success!

## People make quality!

Nowadays, company owners, executives, salespersons and staff members working in a wide variety of functions face all sorts of challenges: Changes in the market, increasing customer requirements, cost pressure, improved performance, time pressure and many more.

This makes high demands on us humans. We have great potential and will need to use it more intensely in the future.

Humans have become the success factor No. 1 for many companies; we must learn to extend our knowledge at a steadily increasing pace, to make ourselves fit for the future.

Are you ready for this?

**NEWAYS** – Your way to the future!

We see it as our task to support you and your team with our long-standing experience by developing the potentials of people in co-operation with you and by designing the professional environment as required – to make the **person successful**.

## Principles

### Vision statement

We focus on the **person** in his or her professional environment.

We assist companies in establishing a balance between the various criteria that are related to their corporate success. We accompany customers in a sustainable way during changes, resolve problems together and supporting them **when they strike out in new directions**.

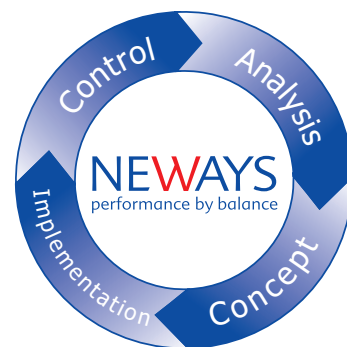
### Practical experience

We draw the strength to help you from over 15 years of experience in national and international markets. We see our role as generators of inspiration. Based on experience gained in the past, opportunities for the future are generated from the potential of all persons involved. Great tasks can only be resolved together.

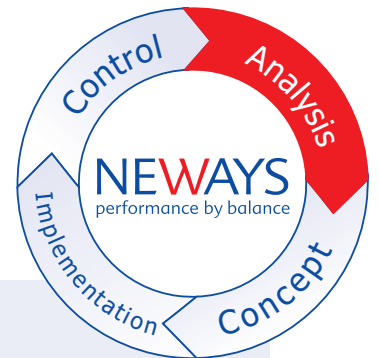
## At the beginning there is the objective ...

**Every company is unique - yours too. Its history, its individuals, its culture, not to forget its chances and opportunities. And what is true for people is also true for companies, individual promotion shows best results.**

In co-operation with you, we will develop a concept for a defined period, one which consists of an active programme including analysis, objectives, tasks, monitoring and intensive mentoring. By this we mean a progressive and continuous process with a definite target, a well-defined objective and a clear claim.



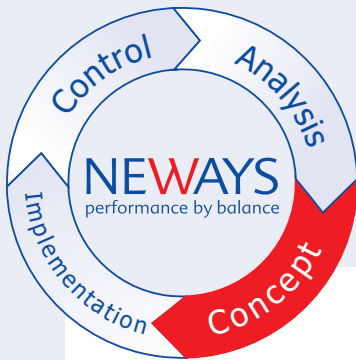
## Analysis



- Are we succeeding in motivating our employees to achieve our company objectives?
- Have our visions sufficient force to meet the challenges of the future?
- Are we really distinguishable from our competitors?
- Does our organisational structure strengthen our success?
- Are we able to make the necessary changes quickly enough during a crisis?
- Do we encourage development and creativity?
- Do we speak to our customers more about our services than our prices?
- Do we actively manage our customer relationships?
- Do our customers perceive that they and their needs are more important to us than the properties of our products?
- Do we succeed in delighting our customers?
- Do we demand and promote entrepreneurial thinking on the part of our employees?
- Do we qualify our staff members in a strategical way?
- Are networked thinking and interdepartmental collaboration actual practice in our company?
- Do we use problems as chances for optimisation?
- Do we offer career chances to motivated employees?
- Does our management culture contribute to the attractiveness of our company as an employer?



**... and at the end, success!**



## Concept

Based on experience gained in the past, opportunities for the future are generated from the potential of all persons concerned. The way is easier if everybody is involved in the process. Contributing to the success of the company is clearly the principle aim. But success initially develops in the mind.

NEWAYS takes an in-depth look at the processes in companies.

First, we open up new avenues and then we open the mind.

Success and failure are frequently determined by the attitudes of the people.

NEWAYS' work has been internationally recognised by numerous medium-sized enterprises and groups of companies.

We draw the strength to help you based on this experience.



## Great tasks can only be resolved together

The NEWAYS range of services is structured as follows:

### **Consulting**

We coach companies and commercially run organisations of every kind and size. Competent consulting focuses on several core areas:

- realistic assessment of the situation
- thoroughly elaborated business strategy
- carefully projected corporate structure
- performance-oriented corporate culture that aims at efficiency

### **Training**

Every success has its origin in the heads of creative persons.

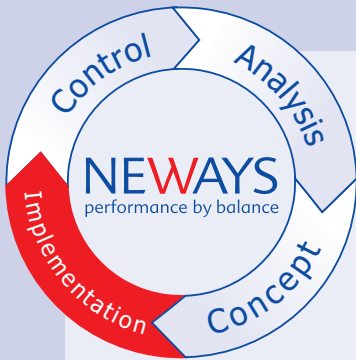
Anyone who clearly defines goals, consistently pursues their achievement and views changes both as opportunities and as challenges will be successful in the future.

On-the-job training is our incantation because direct reference to the work environment makes learning more definite and the knowledge transfer visible. Our work aims at supporting the individual, making his or her strengths even stronger, promoting his/her self-conception, in short: at releasing forces to enable him or her to break new ground.

### **Coaching**

Based on individual and targeted coaching, NEWAYS supports staff members in specific areas of responsibility in finding new ways that enable them to deal with increasing complexity and growing demands. This includes using existing potentials and overcoming barriers.





## Successful leadership



### Company orientation

- Mission statement and vision
- Values and principles
- Leadership culture
- Corporate strategy



### Executive

- Profile of requirements for an executive
- Personal strengths/weaknesses
- Insights - potential analysis
- Where does my success begin?
- Perceptions determine our behaviour
- Being an entrepreneur/creator of the future
- Managing process
- Making decisions
- Promoting managerial thinking and actions



### Management and self-time organisation

- Attitude
- Job analysis
- Self-management
- Planning tools
- Life balance
- Work technique
- Networked planning in the company
- Strategy for time management



### Change/ improvement

- Corporate development by suggestions
- Defining and implementing improvement processes > CIP > KAIZEN
- Utilising change potential



### Team

- Attitude
- Team thinking first, then departmental thinking
- Synergies
- Team development
- Ability to work in the team
- Teamwork
- Leading teams
- Creativity in the team
- Team rules
- Self-perception/ interpersonal perception and perception by the team
- Outdoor/indoor exercises*



### Staff changes

- Recruitment of employees
- Job advertisements
- Strength profile of own company
- Job interviews
- Personnel selection
- Recruitment interviews
- Onboarding programme
- Employees leaving the company



### Negotiation techniques

- Fundamentals of communication
- Targeted conversation
- Negotiation strategy
- Questioning technique/active listening
- Alternatively using video coaching*



## Management by objectives



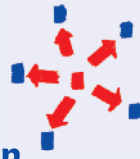
- Business objectives
- Responsibility for goals
- Target system
- Target transfer
- Target acceptance
- Responsibility for
- Activities/measures
- Result/control

## Management philosophy/managerial styles



- My management philosophy
- Leadership styles
- What leadership do I prefer?
- The manager as a role model
- Applied leadership styles

## Delegation



- Work allocation levels
- Dangers
- Delegation as employee qualification
- Time gained by work allocation

## Employee qualification



- Requirement profiles
- Job promotion interview
- Training needs
- Training concept
- Strategic employee development
- Deficit-oriented/potential-oriented personnel development

## Conflict management



- Attitude to conflict
- Recognition of conflict
- Understanding conflict
- Conflict stages
- Conflict types
- Conflict behaviour
- Conflict interviews
- Conflict resolution

## Appraisal interviews



- Interview relating to goals
- Motivational interview
- Appraisal/job promotion interview
- Review
- Giving feedback
- Intentional praise, appreciation
- Performance interview
- Alternatively using video coaching*

## Mental strength in management



- Individual basic attitude
- to himself/herself/Activity
- to staff members, colleagues, superiors...
- to change
- Think of chances - don't think of problems
- Tools for self-motivation
- Positive thinking
- Life motives
- Call-up images
- Breathing and concentration techniques
- Dealing with energy/anger

## Communication inside the company

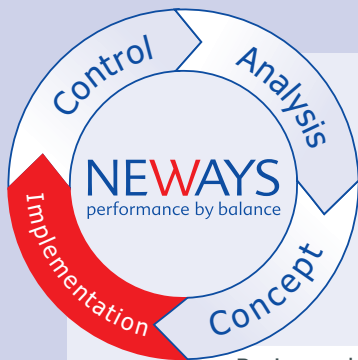


- Fundamentals of communication
- Information system in the company
- Phone culture/email culture
- Discussions/meetings
- Moderation skills
- Creativity in meetings

## Rhetoric and presentation



- Preparation: Design and structure of a presentation
- Personal impact: Feedback and optimisation
- Authenticity: Voice modulation, gestures, facial expression
- Posture, breathing, voice, articulation
- Sovereignty: Interposed questions, Objections, disturbances
- Presentation skills: media; auxiliary means
- Rhetoric in English



## Successful selling



### Sales management

- Business objectives
- Sales targets
- Goal acceptance, responsibility
- Employees' objectives
- Customer planning
- Product planning
- Planning of topics
- TARGET/ACTUAL comparison
- Activities, catalogue of measures to achieve objectives
- Sales coordination, controlling



### Success

- Profile of requirements for a sales person
- Strength/weakness profile
- Where does success begin?
- Views determine our behaviour

### Strategies for acquiring new customers



- Market analysis
  - Trends and developments of the market
- Competitor analysis
  - Main competitors and their positioning
- Attitude towards new customers
- Addressing strategy (mailing, contact, active full reference)
  - Personal and telephone canvassing
  - Initial contact discussion
  - Presentation of own company
  - Dealing with objections and obstacles



### Customer development plan

- Strength/weakness analysis of own company
- Product/service analyses per customer
- Customer segmentation based on individual key figures
  - > A, B, C, D customer
- Potential and product strategy per customer

### Negotiation skills



- Conversation starter
- Demand analysis - questioning technique
- Becoming aware of need
- Conversation with various partners

*Alternatively using video coaching Sim:Vendo®*

### Presentation of product and offers



- Preparing the documents
- Presentation of customer benefits
- Dealing with presentation media
- Personal impact

*Alternatively using video coaching*



### Price

- Attitude to price
- Emphasis on the benefits
- Discount?
- Handling objections
- Persuasive power

### Complaints and customer satisfaction



- Corporate strategy in the event of complaints
- Organization and procedure with complaints
- Customer complaint interviews
- Mystery shopping
- Customer survey

### Suggestions



- Corporate development by making suggestions
- Defining and utilising scope for improvement
- Drawings up concepts for problem solving



### Mental strength in sales activities

- Tools for self-motivation
- Think positive
- Life motives
- Call-up images
- Dealing with energy/anger

## Attitude



Personal attitude to

- Oneself (self-assessment)
- Others (customers, colleagues, superiors,...)
- Own situation/function/activity in the company
- Change
- Create the future, don't bother to come to terms with the past
- Think of chances - don't think of problems

## Relating



Relationship management

- Organisational structure of the customer
- Build up a customer information system
- Role allocation for the customer
- Relationship level
- Strategy for customer support
- Active full reference

## Rhetoric and presentation techniques



- Preparation: Layout/structure of a presentation
- Personal impact: Feedback and optimisation
- Authenticity: Voice modulation, gesticulation, facial expression
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- Presentation skills: Media, auxiliary means
- Rhetoric in English

## Telephoning



- Behaviour/conversational skills on the phone
- Attitude
- Successful preparation
- Acquisition by telephone
- Making appointments
- Dealing with objections
- Successful follow-ups of quotations by phone



## Conclusion

- Will to succeed
- Provide safety
- Consistent conversation guidance
- Closing
- Remaining definite



## Time management and self-organisation

- Planning visits and tours
- How much time should be spent on what customer?
- Conversation planning
- Basics of time management

## Personal impact



- Elements of impact
- Getting to know one's own impact
- Increasing personal impact
- Self-confidence

## Teamwork during sales activities

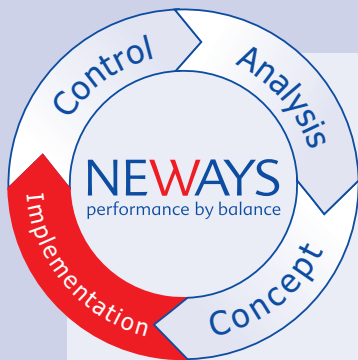


- Departmental and process organisation
  - In-company synergies
  - Success factors in the team
  - Ability to work in the team
  - Attitude to teamwork
  - Roles in the team
  - External and internal sales teams
  - Self perception/interpersonal perception/perception by the team
- Outdoor/indoor exercises*

## Communication during sales activities



- The route of a message
- Content level/relationship level
- Disturbances in communication
- Active listening
- Feedback culture
- Perception and interpretation



## Your specific training courses

### Strategy development



#### What kind of strategy do we have/ what will it become?

- Shortage-concentrated strategy
- Vision-oriented strategy
- Strength-oriented strategy
- Strength/weakness analysis (added value)
- Highly promising fields of business
- Highly promising target groups
- Most urgent problems of target groups
- Long-term basic needs of target groups
- Innovation strategy, change strategy
- Cooperation strategy (relating!)
- (Corporate) mission statement
- Action criteria

### Managing projects



#### How do I lead a project successfully?

- Non-hierarchical leadership
- Recognising problems, chances, projects
- Opportunity/risk analysis
- "Selling" projects
- Planning projects (PSP, milestones,...)
- Forming teams
- Leading teams
- Managing projects
- Concluding projects

### Relating®/ Relationship management



#### Why should someone enjoy working with us ?

- Personal attitude to relationship management
- Recognising relationships that are relevant to success
- Analysis of quality of relationships
- Building relationships
- Cultivating relationships
- Utilising relationships

### Sim:Vendo®



#### First structured simulation of a sales process

- Successful sales by 360° perspective
- Analysis for developing individual staff members
- Networking of different groups
- Integration of new staff members
- Intensive one-to-one training courses even for large groups
- Development of professional routines
- Training courses dealing with new sales topics
- Gain in self-assuredness

### Time management



#### Why don't we manage to do twice as much in half the time?

- Attitude to dealing with time
- Eisenhower is wrong!
- Job analysis
- Time management
- Self-management/life balance
- Work technique
- Consequence

## Team



### How do teams become successful?

- Team/teamwork
- Team orientation first, then departmental orientation
- Team member/team roles
- Promotion of creativity/development of ideas
- Leading teams
- Team phases
- Chairing conferences
- Moderation

## Trade fairs



### How do we organise a trade fair with success?

- Be the host
- Separate the wheat from the chaff
- "Parking" trade visitors
- Effectless chat or targeted conversation guidance?
- The 3-3-12 rule
- Efficiently using the stand
- Remaining definite

## Sim:Manager®



### The first behaviour-oriented leadership simulation

- Successful leadership by 360° perspective
- Substantial results on individual executives and the whole team
- Increased decision reliability in HR issues in management
- Pointing out optimisation potential in management
- Analysing the success of the "top executives"
- Know-how transfer
- Positive competition stimulates top performance
- Everyone can learn from the best
- The joy of leading

## Telephoning



### How do we make effective phone calls?

- Preparing the conversation
- Observing conversation stages!
- Effective greeting
- Attracting the attention of the other person
- Asking the right questions
- Reaching definite agreements
- Saying good-bye properly
- Remaining definite

## Stress management



### How do I deal with myself?

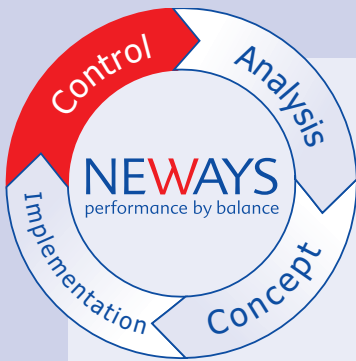
- Personal self-assessment
- Self-motivation
- Cognitive antistress techniques
- Analysis of stress factors
- Long-term stress management - tools
- Short-term stress management - tools
- Life balance
- Self-organisation

## Thinking strategies / - Applied methods



### How do we "process" information correctly?

- Personal attitude during information "processing"
- Acceptance of one-dimensionality
- Working out promising methods
- Cause-motive analysis (Ishikawa)
- Decision making e-matrix
- Decision-making
- Chances and risk analysis
- E-cross
- Morphological box
- Prioritising

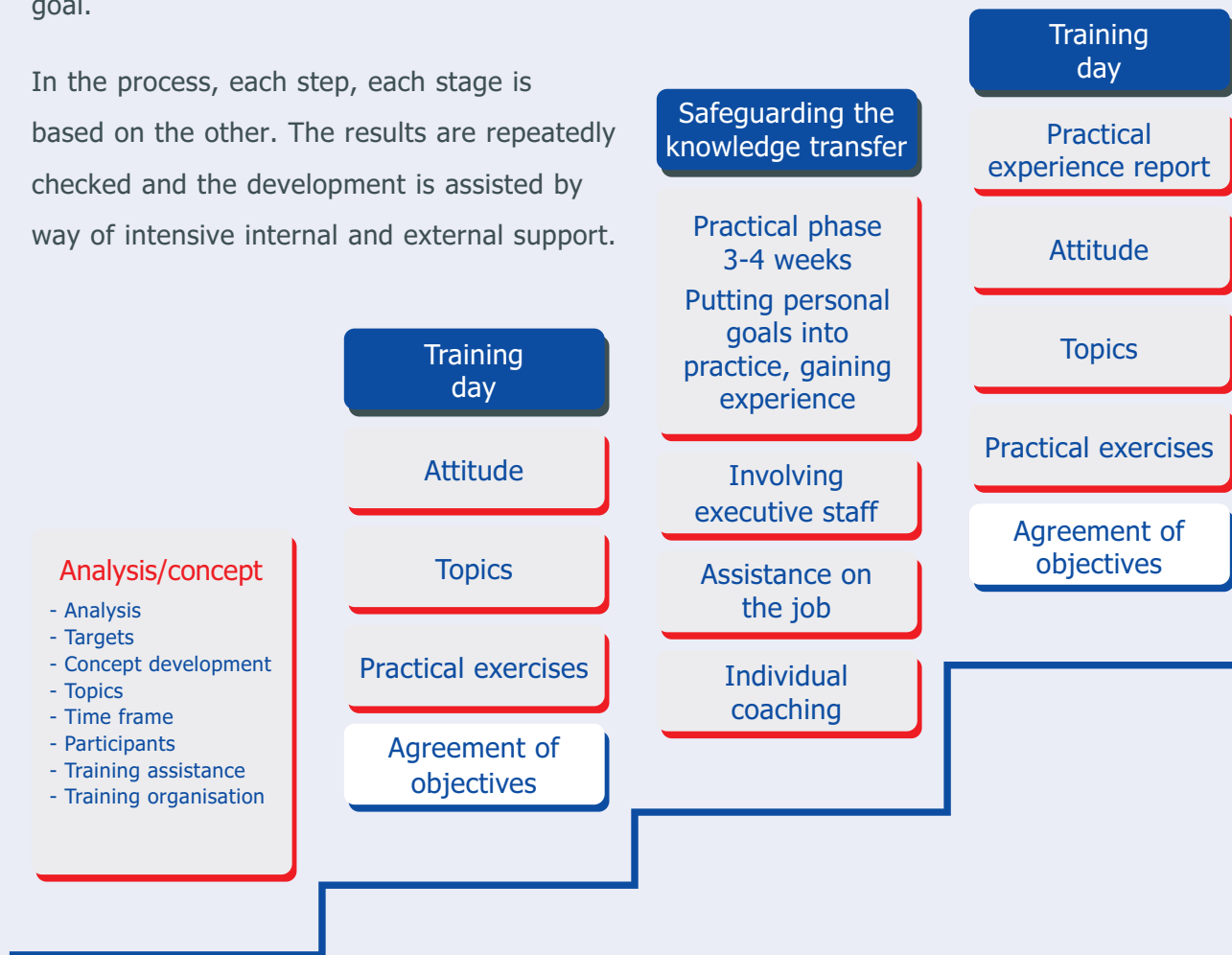


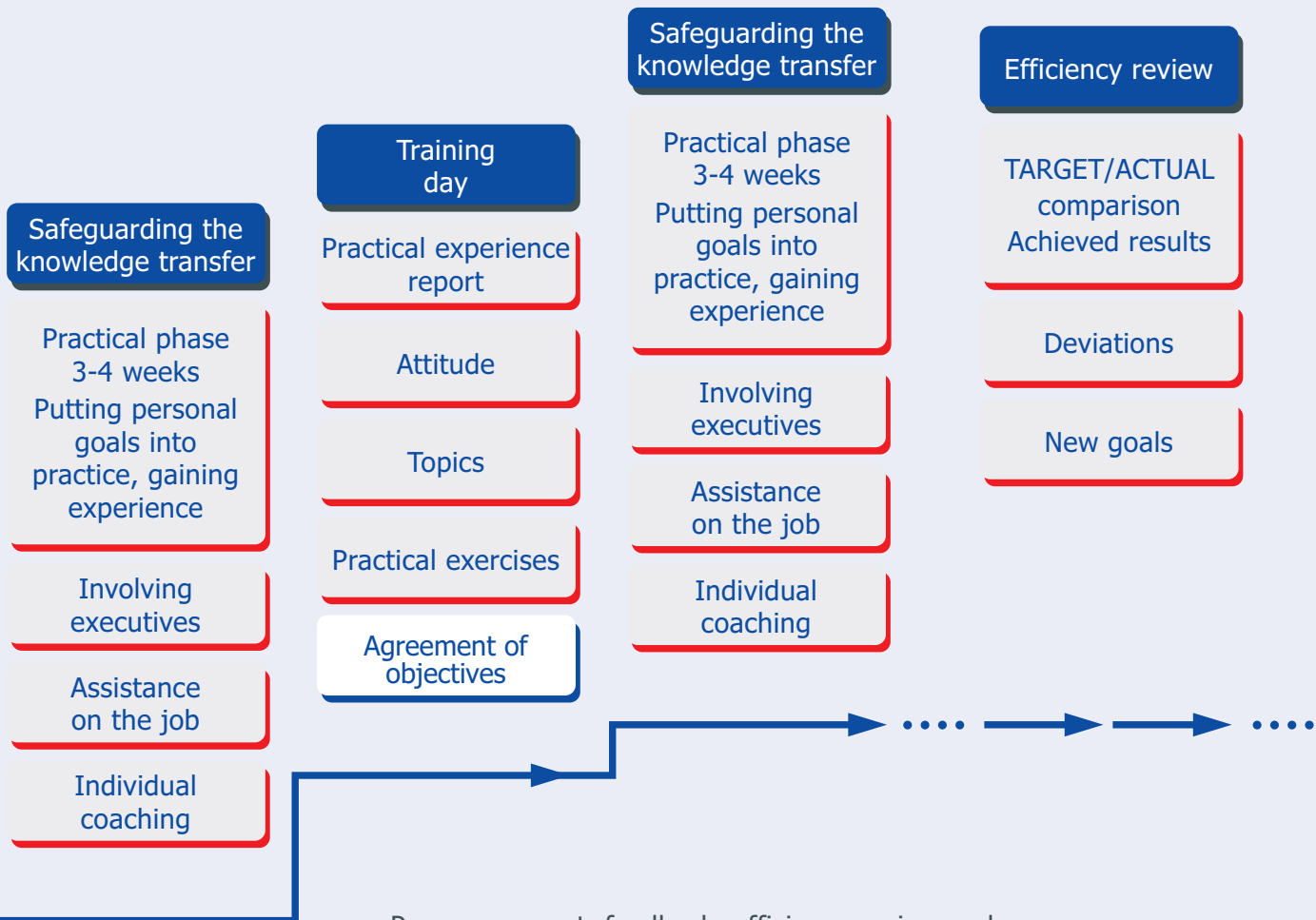
## Results count

### Training sessions alternate with practical phases

The entire training course is a process of constant progress towards your clearly defined goal.

In the process, each step, each stage is based on the other. The results are repeatedly checked and the development is assisted by way of intensive internal and external support.





- Process support, feedback, efficiency review and practical orientation – these are our tools.
- Our methods are listening, querying, instructing, motivating, correcting and stabilising.
- Our trainers know what they are talking about.
- They are practitioners – with long-standing experience in industry.





# NEWWAYS

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