

Professor Dirk Zupancic

Professor Dirk Zupancic comes from the school of the prestigious University of St Gallen, where he obtained his doctorate and qualified as a professor. He is now one of the top management education lecturers. He was a professor and divisional manager in St Gallen and, for 8 years, successfully ran a private business school as CEO and president. Today, he is an independent entrepreneur, and member of a supervisory and advisory board. Dirk Zupancic has one mission: to drive sales! With his talks and seminars, he helps companies achieve customer-oriented solutions and the greatest degree of professionalism in marketing and sales, lasting competitive advantages and profitable growth. He is a passionate advocate of performance, professionalism and responsibility in management. His customers include global players as well as SMEs.

"Sustained business success by driving sales"

Themes

Dirk Zupancic stands for topics with substance. For him, it's facts and experiences that count. He adapts his content and methods to suit his target groups. He addresses top executives and executives just as successfully as he does experts in their field.

> Successful company growth

- Identify the growth driver for your firm. Use these well-founded strategies to systematically and sustainably implement them.

> Sales-driven company

- Turn your company and your employees into a sales-oriented unit with genuine sales drive.

> Sales-driven leadership

- Enable your sales executives to successfully handle team challenges today and in the future.

> Key account management

- How to handle your key customers correctly and remain or become successful. The St Gallen KAM concept, developed by Dirk Zupancic, will help you along your way.

> Top sales performer

- Excellence in sales is no coincidence, but the result of the right practice and tools. Systematically develop your team's skills and abilities.

> Further sales drive topics on request!

References & Press

ABB, BASF, Bayer, Bogner, Bombardier Transportation, Clariant AG, E.ON, GEZE, Grundfos, Hilti, Lanxess, Swisscom AG, Thyssen-Krupp, URSA, and many SMEs

What event participants say:

"A day with Dirk Zupancic about Key Account Management was a highlight of mine, because I can apply a lot of tools and information in my professional life – and for that I am very grateful!"

"Very good participant interaction. He fully addresses our issues and gives us real added value. "

"A brilliant keynote speech."

"His clarity and speed are unique to him."

"Mr Zupancic really got engaged with the industry and adapted the content accordingly. His speech was extremely comprehensible, credible and practice-oriented. "

Inspiration

> People, books and events that inspire me:

"I am particularly inspired by encounters with people. Every person is unique and has his or her own views, experiences and stories. In them, you can find the patterns of success in management, marketing and sales. Detecting them is my job as a scientist; harnessing them for others and me is my task as a speaker, consultant and coach."

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Fees / Travel costs / Languages

Keynote speech Category **D**

Daily rate Category **D**

Travel costs **Heilbronn**

Languages  

Live-Booking



Media

