



Markus Milz

Markus Milz is the expert for sales management with a system. The expert is now an integral part of the German sales landscape. Not only as an adviser, trainer, book author and university lecturer, but also as a speaker does the expert on medium-sized companies impart deep insights into his wealth of experience from two decades of sales practice. His appearances captivate audiences on account of his vast wealth of expertise combined with a great amount of practical orientation, while keeping an eye on current trends and new scientific findings. Markus Milz understands how executives and employees think and finds the right words to trigger the necessary change processes. In particular, when it comes to transforming the transition from „gut sales“ into a structured success process, he is the very first choice among the German speakers. Markus Milz whets people’s appetite for sales success with a system.

„Expert for systematic sales management and inventor of the SALESTOOLBOX®“

Themes

> Head versus gut? Mumbo jumbo or a system? What do you need for successful sales?

- How you can profitably increase sales from new and existing customers with a systematic sales process
- How to exploit the full potential of your existing customers with clever customer segmentation
- Shows examples and best practices of efficient sales processes

> Nobody needs „speaking product catalogues“. Sales are dead – long live sales!

- Why you should forget solution sales and sell „gains in understanding“. Be provocative!
- How to mobilise customers and create new needs with uncomfortable questions. Network!
- Become indispensable to the customer in the procurement process at an early stage. Calm people down!#

> Pricing – there’s always someone that’ll do it cheaper!

- Price as a quality feature: why cheap is usually not profitable
- How you can find your individual value drivers and determine your own „right“ price
- How to react to objections such as „too expensive“ and keep the upper hand in price negotiations

> Germany is sleeping away its future. Who snores the loudest?

- Examples from practice: which signs in a company speak for its „future viability“ – and which, on the other hand, go in the opposite direction
- Which approaches and tools will help you prepare your company for change in all areas of the company
- How to make your team open for change and convince them of the need for it

References & Press

Financial Times Deutschland, Sales Business, Perspektive Mittelstand, DVVA, Vertriebs-Experts, Die Führungskräfte, GmbH-Chef

„Milz has achieved his goal of closing a gap in sales.“ **Acquisa**

„Markus Milz – the motivation expert.“ **Manager Magazin**

„Markus Milz – stands out from all the rest.“ **managerSeminare**

„You managed to get my sales team going with fresh vigour, methods and techniques!“ **Holger Manske, Managing Director/ Marketing & Sales, Erfurt & Sohn KG**

„... significantly advanced our company in terms of marketing and sales. In the context of the newly acquired impulses, our sales strategy has become more focused.“ **Udo Jakobs, Managing Director, Junkers & Müllers GmbH**

Inspiration

> People, books and events which inspire me:

„Life can only be understood backwards, but it must be lived forwards.“ This quotation from Kierkegaard was formative for me, and whoever lives in the past misses a future full of fantastic possibilities, so I help people and businesses to exploit their potential. Because you have to cross borders, understand the old, and dare to do new things to do that, I expand my horizons when travelling through the fascination of foreign cultures. „

Fees & Languages

Keynote speech

Fee group E

Daily rate

Fee group E

Languages



Travel costs



Cologne

Media

