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Target

- **President**
- **Managers in Marketing, Sales, Customer Service, Database**

Marketing,

Key account

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Objective

□□□ **You will**

- **be informed about important future success factors**
- **be faced with significant national and international trends and**

opportunities for service management

- **see necessary changes in Europe, worldwide compared**

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Methods

»
speech / training, interaction, workshop, group dynamic

learning

»
discussion

»
brain sessions, brain gym

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Content

□□□ **Top trends for future oriented service management**

»
Starting point in service management

»
Top trends for service management

»
Conditions and consequent factors for a new process of

realization for a future oriented service management

»
Customers of the future and their expectations

»
Important management factors for successful service

management considering national and global aspects

»
Future success factors for interactive management

»
5 new rules for global oriented companies

»
[Relationship management](#) as basis for service management

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