

## ABOUT US

### OUR TEAM

Our team of senior partners combines long-standing **national as well as international leadership experience** across different sectors with **academic work in sales and marketing**. Our project teams are exclusively formed **with experienced partners**. We believe this is the **only way to succeed** in consultancy and coaching for our customers.



Prof. Dr. Rainer Elste



Prof. Dr. Lars Binckeback



Peer Schmidt



Joachim Neukam



Rudolf A. Fischer

### ADVISORY BOARD

The advisory board consists of **top level senior managers from different industries**. Its **main purpose** is to **maintain our continuity**, and hence our sustainability. This way we guarantee that the Steinbeis VMI **offer** remains **relevant and leading edge to face all sales and marketing challenges**. This mirrors the Steinbeis **philosophy** to link **practice with academia for effective knowledge transfer**.

## CONTACT



Steinbeis Consulting Center  
**Sales and  
Marketing Institute**



### Office Stuttgart

Am Galgenberg 110 | D-73037 Göppingen  
E-mail: [info@steinbeis-vmi.de](mailto:info@steinbeis-vmi.de)  
Phone: +49 7161 9565796

### Office Hamburg

Kätnerweg 13a | D-22393 Hamburg

### Office London

30, North End House, Fitzjames Avenue,  
W14 0RS London



[www.steinbeis-vmi.de/en/](http://www.steinbeis-vmi.de/en/)

 **Steinbeis**

Steinbeis is an international service provider in entrepreneurial knowledge and technology transfer. Specialised in chosen areas, Steinbeis Enterprises' portfolio of services covers research and development; consulting and expert reports as well as training and employee development for every sector of technology and management.

[www.steinbeis.de](http://www.steinbeis.de)



Steinbeis Consulting Center  
**Sales and  
Marketing Institute**



**Knowledge Execution  
and Performance  
in Sales & Marketing**

## OUR APPROACH

**Our approach** follows the value chain, brings together **insights from academia and practice**, and comprises analysis, concept and implementation.

We avoid traditional departmental thinking and functional silos. Instead we live and breathe

### SALES AND MARKETING

entirely with the focus on value for the customer and dedication for **total company success**.

All our partners assigned to projects have many years of experience.

The Steinbeis VMI (Sales & Marketing Institute) consulting center belongs to Steinbeis GmbH & Co. KG für Technologietransfer. We access the know-how of the wider Steinbeis network with more than 1,000 Steinbeis centres and 6,000 experts worldwide.



## OUR OFFER

"We deliver **sales and marketing solutions** in one stop". This is what many claim! **But what makes us different and special?** We combine **latest insights from academia with many years of real practical experience**. We approach your questions with a concept tailored to your **individual needs**. We manage your project **from analysis to implementation**.

### COMPANY STRATEGY

- Strategy development and implementation
- Management coaching
- Balanced scorecard
- "P7" Model
- Change management
- Digitalisation
- Globalisation

### SALES

- Analysis and optimisation of sales processes
- Channel strategies e.g. multichannel, specialised trade, discounter
- Route to market
- Trade terms
- Benchmarking and assessment of sales organisations
- Category management
- Key account management, national and international

### MARKETING

- Brand strategy and brand portfolio
- B2B-B2B2C marketing
- Pricing
- Consumer research, focus groups, mystery shopping studies
- New product development
- Management of agencies
- Consumer journey/touchpoints

## REFERENCES

We have delivered many **successful projects** across different sectors, spanning from mid sized companies ("Mittelstand") to big multinational corporations. In all instances we have significantly contributed to the company success.

### SECTORS

- Consumer goods
- Pharmaceutical
- OTC
- Engineering
- Specialised trade
- Building & Construction
- Chemical
- Real estate
- Metalworking

### PROJECTS

- Development of a multichannel strategy
- Development and implementation of a secondary brand strategy incl. market research
- Margin improvement through price waterfall optimisation, i.e. gross to net analysis
- Implementation of a balanced scorecard
- Definition of CRM requirements in sales
- Establishment of a global key account and channel strategy
- Implementation of category management
- Focus groups to test new product acceptance
- Supply chain optimisation incl. packaging and forecasting