

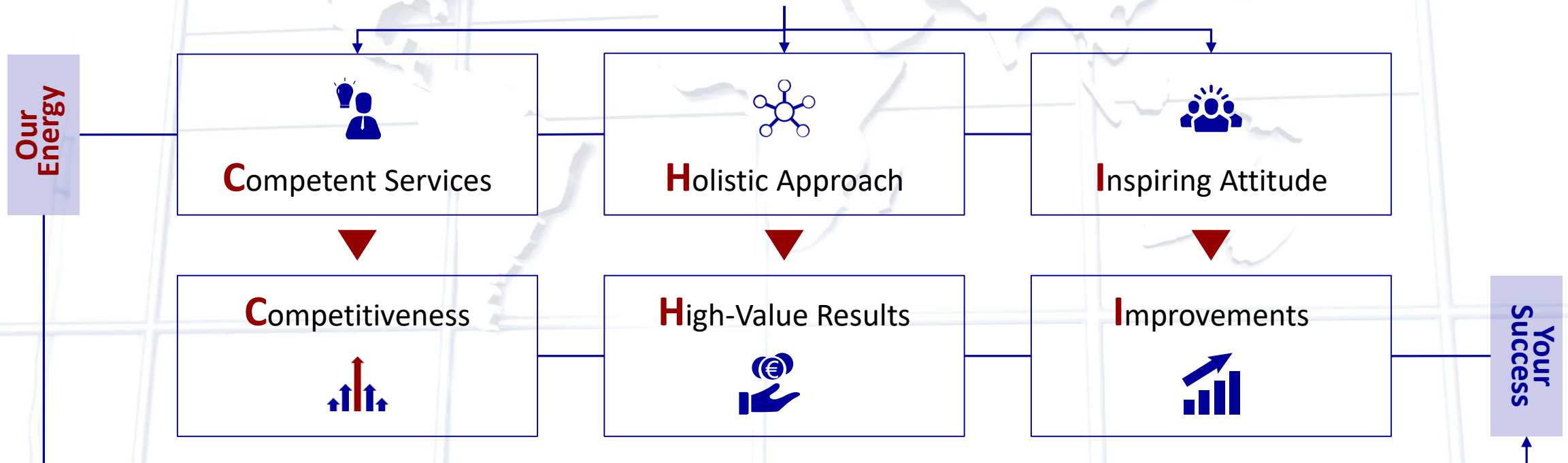
Dr. Ingo A. Zborschil
Managing Director

Company Presentation



Competent | Holistic | Inspiring

Our Energy for your Success



1 Company

2 Philosophy

3 Competencies

4 Service Portfolio

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CHI is a consulting company whose **knowledge** is based on sound experience of its management in operational as well as in strategic roles of a multinational B2B company



CHI has four distinctive **competence areas**: Sales and Key Account Management, Product Management, Strategic Marketing Management and Project Management



CHI has profound **insights** into business processes of B2B companies in all phases of their value chains as well as sound **market knowledge** of various B2B industries



CHI offers its customers four complementary **service fields** - Consulting, Trainings, Workshops and Coaching - in a modular and customer-tailored approach



CHI delivers **first-class services** that help its customers to improve their market performance and develop their people



CHI works in a global and **cross-cultural environment** and has executed its services on all continents with customers from more than 60 nations

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2 Philosophy

Our Philosophy is to serve you in the best possible Way to achieve your Goals



CHI offers you an **integrated** consulting approach - solid analysis, professional design (goals, plans and processes) as well as **pragmatic** implementation support



CHI operates with clearly defined **modules** that are **tailored** to your needs - their scope and contents are agreed on in advance



CHI works in a **collaborative** way - we create solutions together with you and provide a knowledge transfer via trainings, workshops and coaching



CHI thinks **goal- and outcome-oriented** - based on sound information of your company structures, business processes and markets



CHI increases your **performance** - we help you to become more customer-centric and be successful with your customers in the marketplace



CHI believes that market success is only possible with **enabled people** - we create the “right” mindset and practice the application of relevant methods and tools with your people

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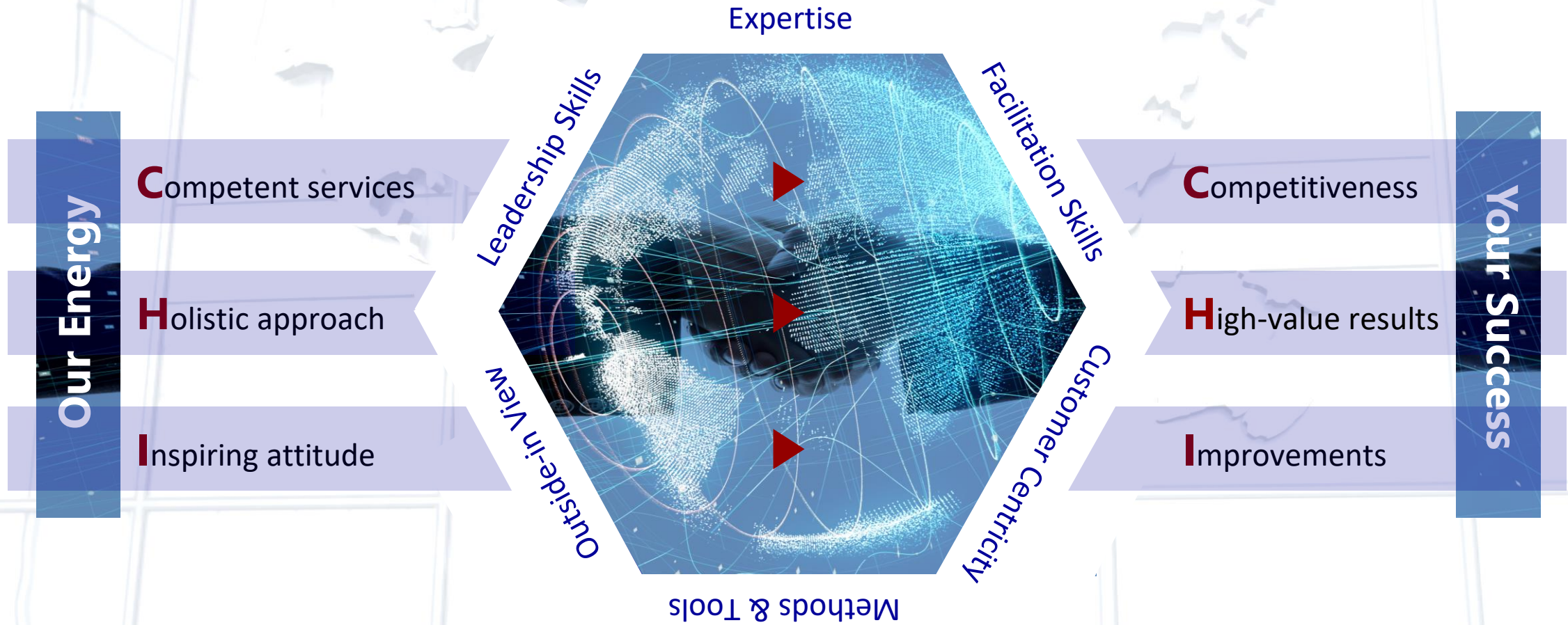
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3 Competencies

Combination of Skills and Expertise to deliver High-Value Results for you



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4 Service Portfolio - Overview

Distinctive Competence Areas to enable your People and increase Market Success



Sales & Key Account Management

- Creation of industry, customer, competitor and account transparency (incl. business drivers)
- Planning of customer and Key Account strategy
- Measurement and improvement of customer relationship



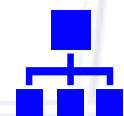
Product Management

- Product Manager role, responsibilities, challenges, interfaces
- Market, competitor and customer analysis
- Market introduction and market penetration
- Portfolio and product lifecycle management



Strategic (Marketing) Management

- Internal (portfolio, resources) and external (market, customers, competitors) analysis
- Planning of goals and (growth) strategies
- Planning of marketing mix toolbox



Project Management



- Project Management philosophy and framework
- Project planning, execution, controlling and reporting (incl. risk management)
- Leadership, team development and communication
- Project Management Office set up and implementation

Enabled People & Market Success

4 Service Portfolio - Overview

Overview of four complementary Service Fields

Consulting



Trainings



Workshops

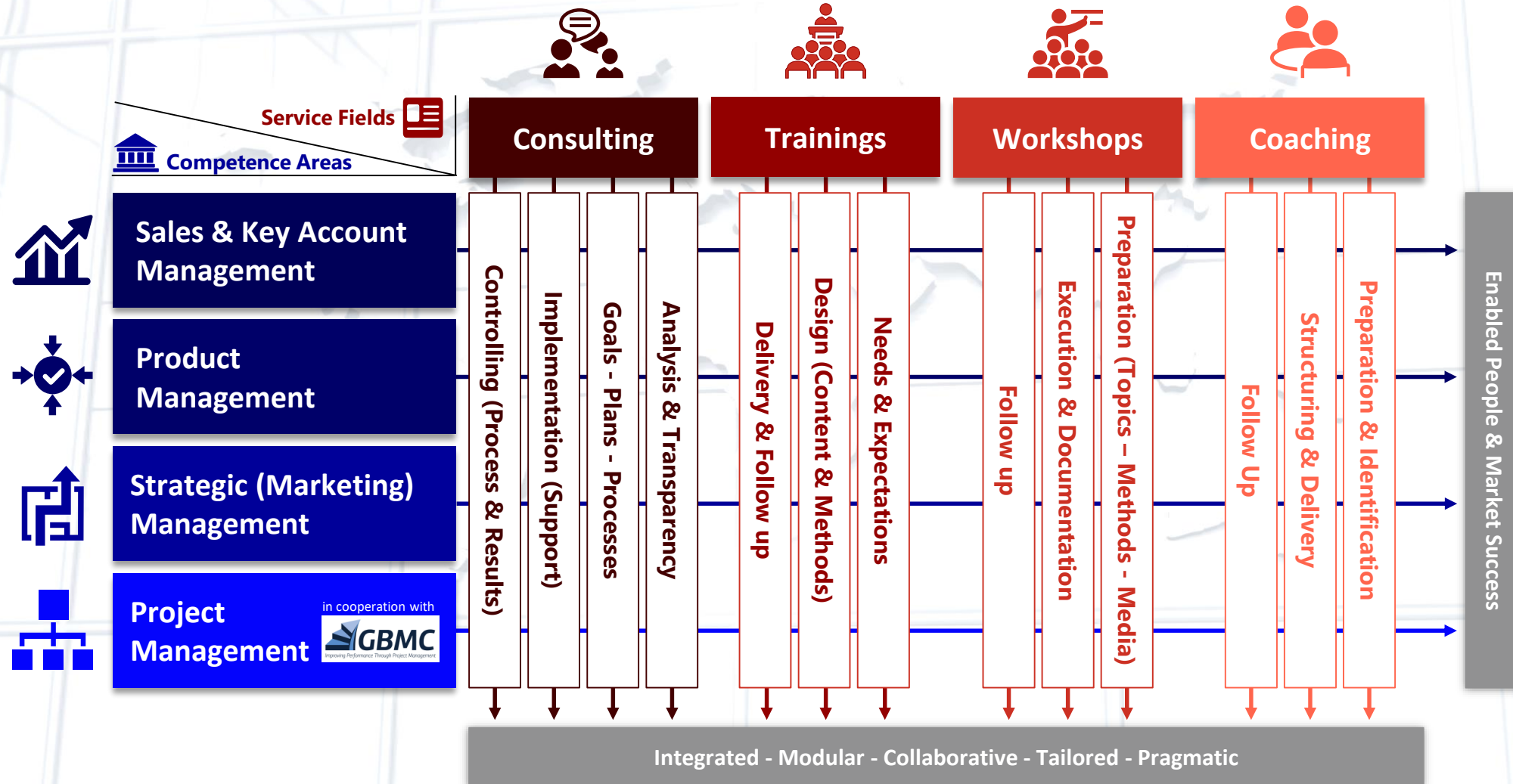


Coaching



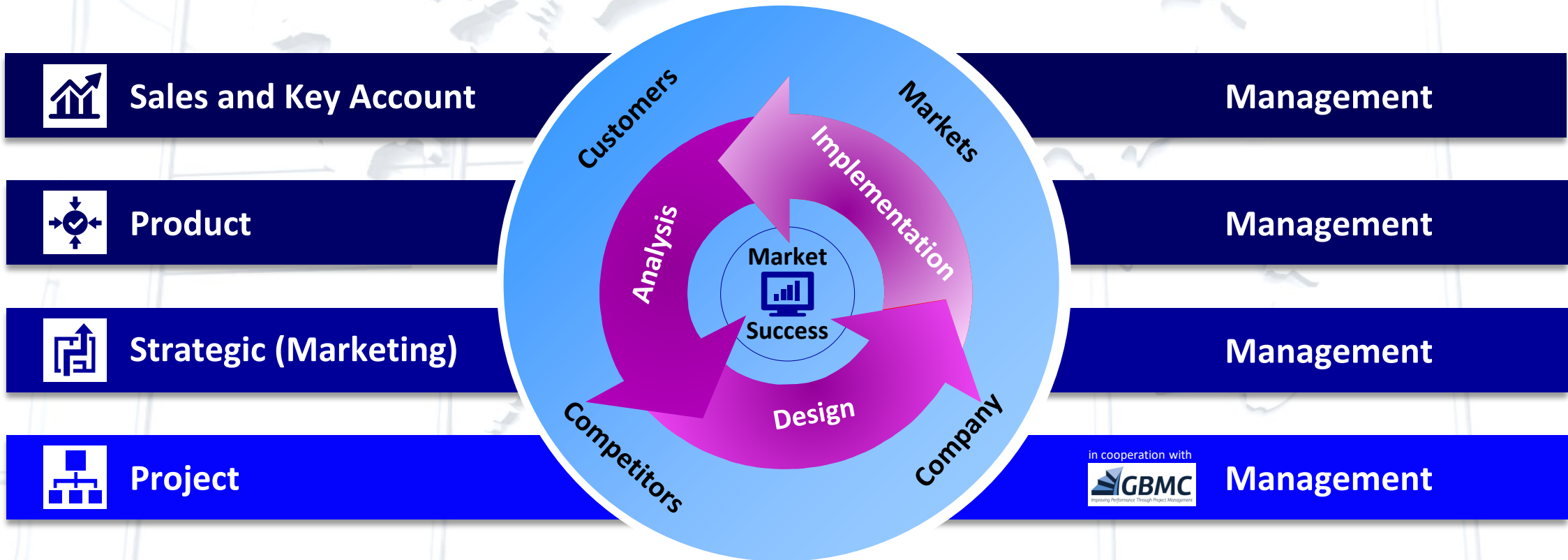
4 Service Portfolio - Overview

We offer you comprehensive Services in four distinctive Competence Areas



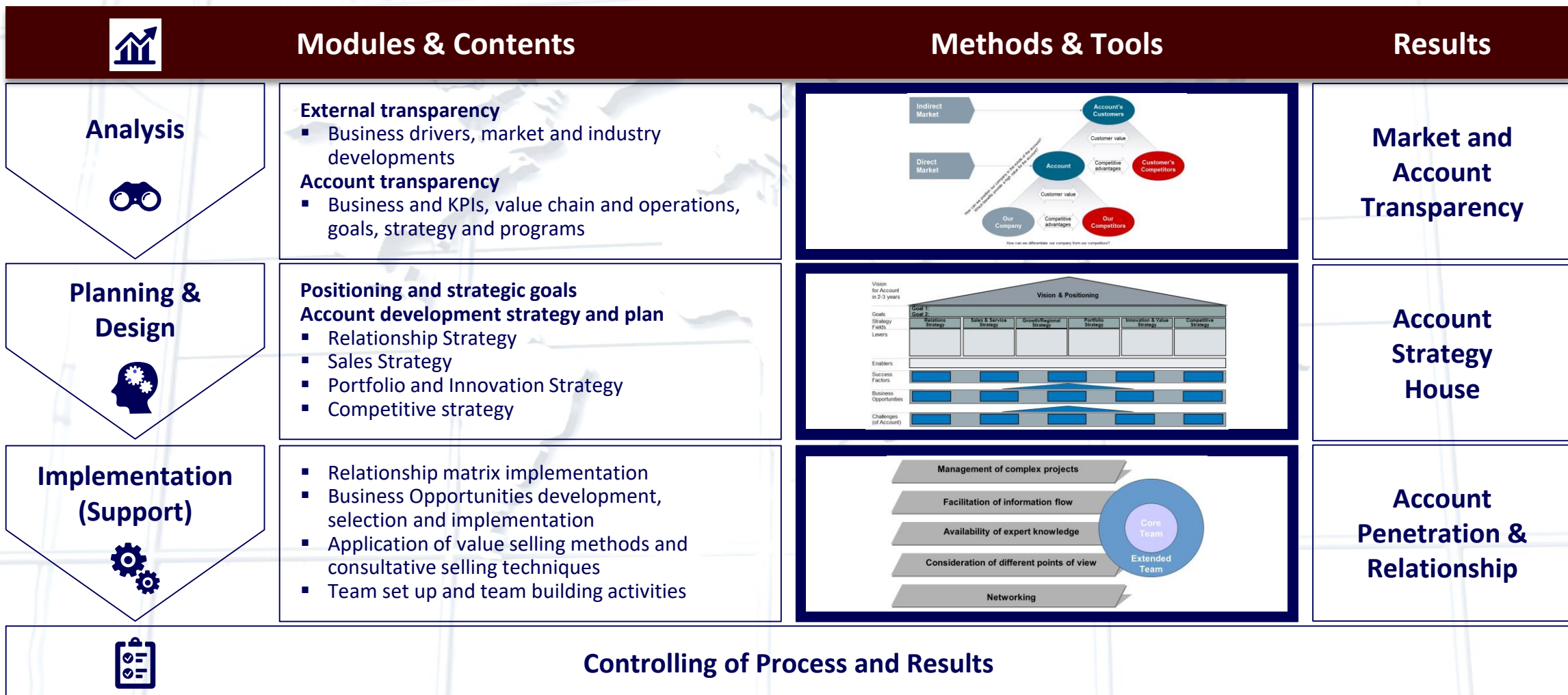
4 Service Field - Consulting

Overview of general Consulting Approach and Competence Areas



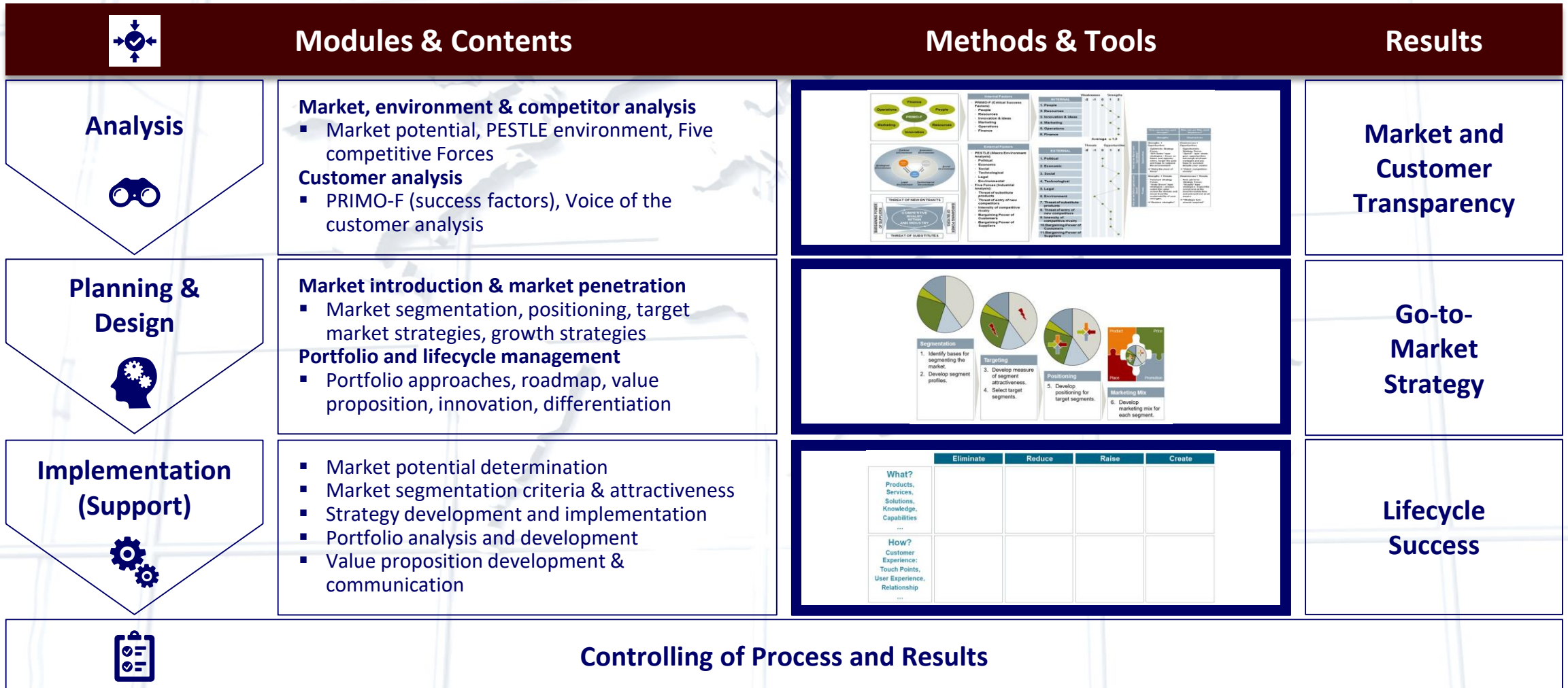
4 Service Field - Consulting

Competence Area: Sales and Key Account Management



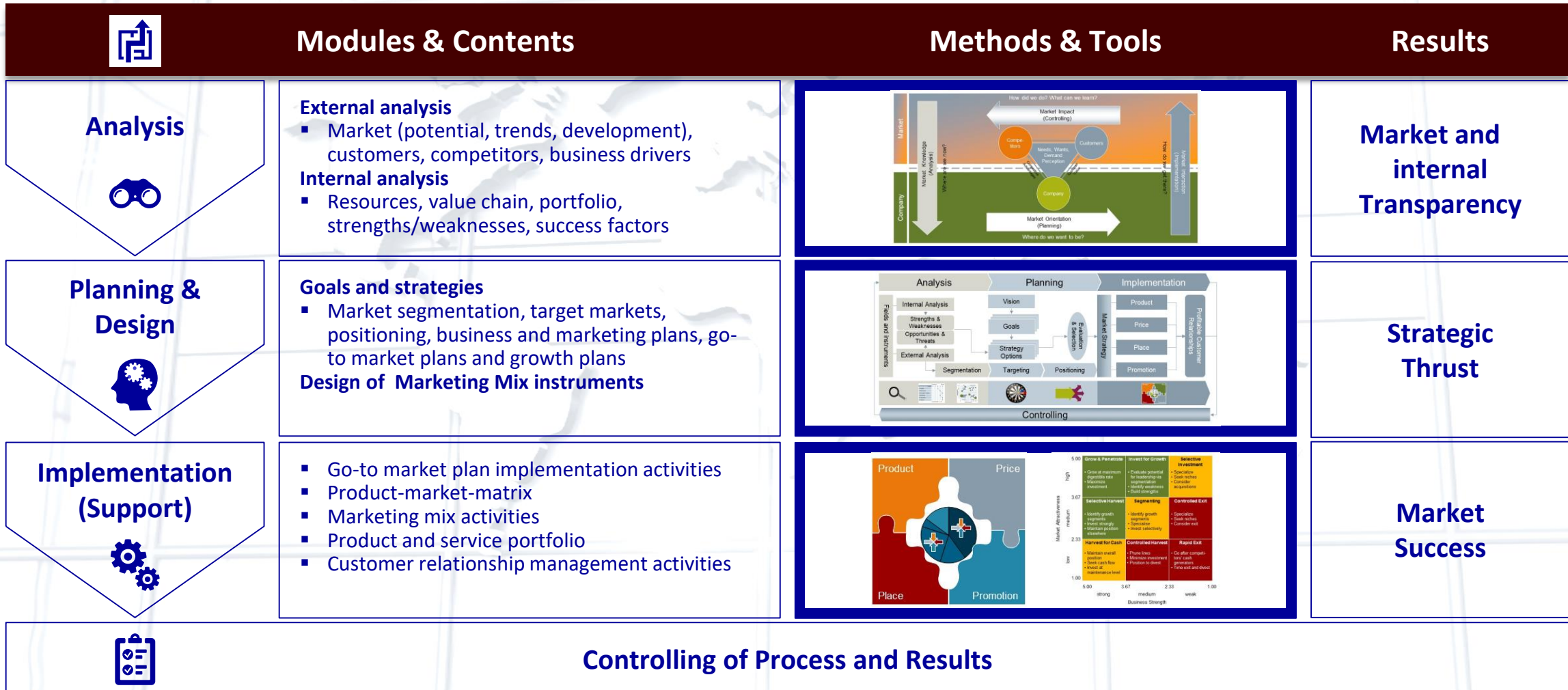
4 Service Field - Consulting

Competence Area: Product Management



4 Service Field - Consulting



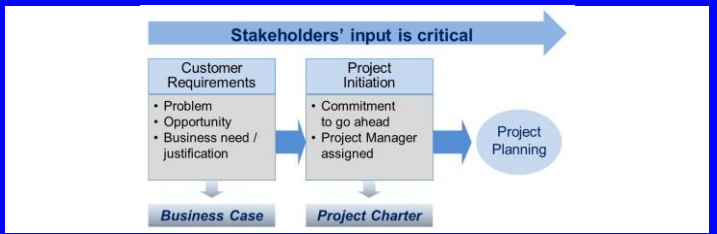

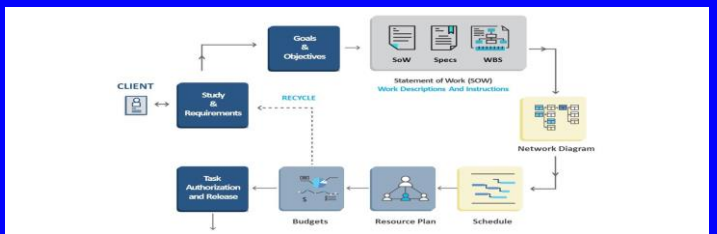

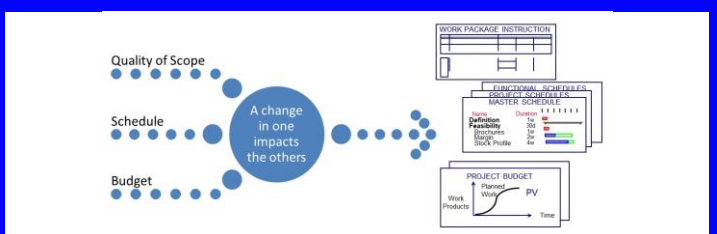

Competence Area: Strategic (Marketing) Management



4 Service Field - Consulting

Competence Area: Project Management ... in Cooperation with



	Modules & Contents	Methods & Tools	Results
<p>Analysis</p> 	<p>Project-external analysis</p> <ul style="list-style-type: none"> Needs and requirements, stakeholders, (expectations, influence, power), interfaces <p>Project-internal analysis</p> <ul style="list-style-type: none"> Team (capabilities, capacities) and resources, roles and responsibilities 		<p>Project and Program Transparency</p>
<p>Planning & Design</p> 	<p>Scope and Objectives Structure and Organization Schedule and Budget Risk Management Plan</p> <p>Project Management Office (PMO) Set up</p>		<p>Integrated Project Plans</p>
<p>Implementation (Support)</p> 	<ul style="list-style-type: none"> Project planning and review workshops Process harmonization and optimization People enabling (processes, methods, tools, soft skills) <ul style="list-style-type: none"> PMO implementation activities 		<p>Project Success</p>
<p> Controlling of Process and Results</p>			

4 Service Field - Trainings

Competence Areas: Key Account Management and Product Management



Sales and Key Account Management (KAM)

Goals

- Understanding of Sales and Key Account Manager role and expectations
- Creation of comprehensive industry, customer and account transparency
- Planning customer and Key Account strategy to increase business and build relationship
- Implementation activities, KPIs and team work

Contents

- (1) Sales and Key Account Manager role
 - Role, responsibilities, expectations, team
- (2) Sales and Key Account management framework
 - Industry, Customer and Account selection, Development strategy
- (3) Customer and Account transparency
 - Business, drivers, value chain, strategy and goals, programs
- (4) Customer and Account development strategy
 - strategy fields, KPIs, relationship and penetration

(Selected) Methods and Tools

- Customer Development Plan and Account Business Plan
- Relationship matrix and Buying center analysis
- Customer-specific Value proposition and communication
- Net Promoter Score (NPS)
- Consultative and value selling techniques



Product Management (ProMan)

Goals

- Understanding of product manager role, responsibilities and tasks
- Successful product development, market introduction and as lifecycle management
- Relevant methods and tools to ensure market and customer orientation

Contents

- (1) Product Management Basics
 - Role, responsibilities, challenges, interfaces
- (2) Market, Competitor and Customer Analysis
 - Market potential, drivers, voice of the customer
- (3) Market Introduction and Market Penetration
 - Segmentation, targeting, positioning, growth & innovation strategies
- (4) Portfolio and Product Lifecycle Management
 - Portfolio approaches, roadmap, business model, variation, differentiation

(Selected) Methods and Tools

- PESTLE analysis, Five competitive Forces, PRIMO-F
- SWOT analysis
- Kano model
- Value chain analysis
- Conjoint analysis
- FFBV analysis

4 Service Field - Trainings

Competence Areas: Strategic (Marketing) Management and Project Management



Strategic (Marketing) Management (SMM)

Goals

- Understanding of the importance of market and internal transparency
- Planning of the Marketing “backbone” process
- Understanding of the strategy development process and marketing mix toolbox

Contents

- (1) Internal and external analysis
 - resources, value chain, success factors, market, customers, competitors
- (2) Goals and strategies
 - marketing “backbone” process, cost leadership, differentiation, growth and innovation strategies, portfolio strategies
- (3) Marketing mix toolbox
 - product, price, place promotion

(Selected) Methods and Tools

- Strategic triangle
- Portfolio analysis (BCG and McKinsey)
- Ansoff matrix, Blue ocean strategy
- Performance-Relevance matrix
- Business model canvas



Project Management (PM)

Goals

- Understanding the integrated and cross-function PM approach
- Application of Project Management methods and tools
- Recognizing the importance of “soft skills” for project success

Contents

- (1) Project Management Basics
 - Roles, responsibilities, stakeholders, triple constraints
- (2) Project Planning
 - Scope and objectives, structure and organization, schedule and budget
- (3) Project Execution, Controlling and Reporting
 - Deliverables, Earned Value Technique, Status meetings and reports
- (4) Leadership and Team Building
 - Leading w/o authority, team development, motivation, communication

(Selected) Methods and Tools

- Stakeholder matrix
- “Strategic Triangle”, Project Charter
- Work Breakdown Structure, GANTT Chart, RACI Chart
- Earned Value method
- Situational Leadership, Personality Types (MBTI), Team curve

in cooperation with



4 Service Field - Workshops

Overview of Workshop Services for Competence Areas



Sales and Key Account Management

- Market Transparency Workshop
- Account Transparency Workshop
- Account Development Workshop (“Strategy House”)
- Opportunity Development Workshop
- Customer Relationship Workshop
- Account Strategy (and Review) Workshop



Product Management

- Ideation and Innovation Workshop
- Go-to-Market Workshop
- Customer Co-Creation Workshop
- Growth Workshop
- Business Model Workshop



Strategic Marketing Management

- Market Analysis Workshop
- Segmentation, Targeting and Positioning Workshop
- Goal and Strategy Planning Workshop
- Value Strategy Workshop
- Customer Experience Workshop



Project Management

- Project Scoping Workshop
- Project Set up and Planning Workshop
- Risk Management Workshop
- Project Review and Controlling Workshop
- Project Team Building Workshop



4 Service Field - Coaching

Overview of Coaching Services



Leadership Development

- Joint definition of initial situation, tasks and **goals** (personal and/or business goals)
- Personal **enabling** and human resource **development** by guidance (optional: experience or expertise sharing)
- Positive support, feedback and advice to improve personal and professional **effectiveness** (individually or with team)
- Usage of specific **communication techniques** - such as feedback, restatements, active listening, effective questioning, clarifying, rephrasing



- **Applications:**
career management and transition, interpersonal communication, performance improvements, organizational effectiveness, enhancing strategic thinking, leadership styles, effective team building and teamwork

- **Values:** integrity, trust, supportive attitude, communication skills, credibility

Team Effectiveness



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5 References - Customers

Services across Industries in >30 Countries for People from >60 Nationalities

SIEMENS

VDO



MOMENTIVE™



Never stop thinking






VDE Testing and Certification






5 (Selected) Consulting References

Planning and Execution of Consulting Projects in a global Environment

	Project	Goals	Results
	Global introduction of KAM approach in a healthcare company	<ul style="list-style-type: none"> ▪ Definition of criteria for selecting account customers ▪ Collection of relevant information for account selection process ▪ Set up of account management framework (guideline, processes, methods and tools) ▪ Definition of qualification program for new account managers 	<ul style="list-style-type: none"> ▪ Selection model established and applied ▪ Guideline, processes, methods and tools established and communicated ▪ Training program established ▪ Onboarding kit implemented ▪ Successful implementation
	European go-to-market strategy for a technical product	<ul style="list-style-type: none"> ▪ Definition and prioritization of customer requirements ▪ Calculation of market potential ▪ Market segmentation and selection of attractive target segments ▪ Evaluation and selection of sales channels ▪ Definition of value proposition and communication strategy 	<ul style="list-style-type: none"> ▪ Customer requirements prioritized and pricing scenarios established ▪ Market potential known and market share simulation executed ▪ Most attractive target segments selected ▪ Potential sales channels and partners evaluated ▪ Customer-specific value proposition implemented
	Market strategy development for an electronics company	<ul style="list-style-type: none"> ▪ Comprehensive market study in selected target segments ▪ Identification of relevant market trends and their implications ▪ Development of a market growth strategy for selected segments ▪ Design of selected marketing mix instruments 	<ul style="list-style-type: none"> ▪ Market transparency established (qualitative and quantitative) ▪ Business impact of market developments known ▪ Growth strategy planned ▪ Marketing mix activities planned
	Development of a Project Management approach and guideline for service business	<ul style="list-style-type: none"> ▪ Definition of methodological approach and project management guideline ▪ Development of business-specific methods and tools ▪ Enabling of employees by trainings and workshops 	<ul style="list-style-type: none"> ▪ Project management guideline established and communicated ▪ Methods and tools selected, communicated and practiced ▪ Trainings and workshops executed






5 (Selected) Training References

Standard and customized Trainings in various Companies around the Globe

	Training	Contents	Results
	Global Key Account Management program for multinational B2B electronics company	<ul style="list-style-type: none">▪ Role, responsibilities and tasks of the Account Manager▪ Account transparency and account development strategy▪ Account Business plan and business opportunity development▪ Value selling methods and tools▪ Team building, communications and effective teamwork	<ul style="list-style-type: none">▪ Harmonized global KAM approach and common understanding▪ Increase in customer relationship and account penetration▪ Application of relevant KAM methods and tools practiced▪ High-quality Account Business Plans implemented▪ Improved effectiveness of Account Manager and team
	Product Management program in lighting industry on three continents	<ul style="list-style-type: none">▪ Customer, market and competitive analysis▪ Customer segmentation, targeting and positioning▪ Customer buying criteria and process, value proposition▪ Market entry strategy▪ Marketing mix strategy▪ Marketing implementation plan	<ul style="list-style-type: none">▪ Common understanding of role, tasks and interfaces▪ Importance and sources of market information known▪ Understanding of relevant marketing mix instruments (product, channels, price, promotion)▪ Product differentiation and USP established▪ Customer channel strategy and Sales enabling plan
	In-house Strategic Marketing Management programs in various countries	<ul style="list-style-type: none">▪ Market research and market analysis (incl. methods and tools)▪ Voice of the customer analysis▪ Marketing “backbone” process (incl. segmentation criteria and selection of attractive target segments)▪ Development of goals and strategy options▪ Marketing mix toolbox	<ul style="list-style-type: none">▪ Importance of market transparency known▪ Application of analysis tools practiced▪ Importance of voice of the customer know and relevant tools applied▪ Strategy options known, evaluated and practiced▪ Alignment of marketing mix instruments with strategy
	PMI-accredited Project Management corporate trainings in companies across various industries	<ul style="list-style-type: none">▪ Project management philosophy, framework and roles▪ Project initiation and set up▪ Project planning (scope and goals, WBS, organization, schedule and budget)▪ Risk management, controlling and reporting▪ Leadership, team building, communication and motivation	<ul style="list-style-type: none">▪ Common project management terminology understanding and mindset creation▪ Application of relevant PM methods and tools practiced▪ Professional project execution plan developed▪ Importance of soft skills for project success established▪ Leadership and communications skills practiced






5 (Selected) Workshop References

Team Workshops to increase the Efficiency and Results of Teamwork

	Workshop	Contents	Results
	Global Key Account Management workshops for multinational B2B electronics company	<ul style="list-style-type: none"> Collection of information about the account (internal and external - operational issues, business drivers) Planning the account development strategy in six different strategy fields Application of value selling techniques to create new business opportunities 	<ul style="list-style-type: none"> Account transparency created Planned positioning established Account development strategy planned New business opportunities identified and evaluation Activities for implementation and communication planned Responsibilities in account team established
	Product Management workshops for a high-tech company	<ul style="list-style-type: none"> Analysis of market and environment, incl. market segmentation Customer analysis (utilizing voice of the customer methods and techniques) Evaluation of internal success factors Planning of market development and growth strategy Development of a product roadmap 	<ul style="list-style-type: none"> Attractive market segments identified and selected Customer requirements evaluated and prioritized Success factors identified and evaluated Growth goals established and strategies planned Product roadmap established
	Strategy development workshops for a company in the food and beverage market	<ul style="list-style-type: none"> Collection of information about industry development trends and business drivers Estimation of market potential and growth rates Evaluation of existing portfolio and gaps Development of an industry strategy 	<ul style="list-style-type: none"> Market and industry transparency created Market potential identified and attractiveness of segments evaluated Portfolio development needs identified Industry strategy established and activities for implementation planned
	Project planning and review workshops for various B2B companies	<ul style="list-style-type: none"> Execution of project stakeholder analysis Planning of project (scope and goals, structure, organization, schedule and budget) Risk assessment Project review workshops 	<ul style="list-style-type: none"> Stakeholder matrix established and communication planned Project execution plan established Responsibilities in project team established Risk matrix planned Controlling milestones established

5 (Selected) Coaching References

Individual and Team Coaching to support personal or Team Development

	Coaching	Contents	Results
	Coaching of a business unit head to improve the efficiency of the global sales team	<ul style="list-style-type: none"> ▪ Definition of situation (inefficiency), incl. symptoms and reasons ▪ Discussion of and decision about activities to increase skills of sales team ▪ Team building activities and facilitation of teamwork to improve process efficiency 	<ul style="list-style-type: none"> ▪ Reasons of inefficiency clarified ▪ Team member enabling initiated ▪ Process improvement measures planned
	Coaching of a product manager for next career step in portfolio management	<ul style="list-style-type: none"> ▪ Identification of individual career goals ▪ Feedback about existing skill level and professionalism ▪ Suggestions for expertise and skill enhancement ▪ Expertise sharing in strategic planning approaches 	<ul style="list-style-type: none"> ▪ Career goals and development path clarified ▪ Realistic evaluation of own skill level (personal strengths and improvement areas) ▪ Training plan established ▪ Strategic planning approaches applied
	Coaching of a manager in the set-up of a business development function	<ul style="list-style-type: none"> ▪ Joint definition of the role and responsibilities ▪ Assessment of current skills and level of expertise ▪ Identification of gaps in required skills ▪ Planning of enablement activities 	<ul style="list-style-type: none"> ▪ Clear understanding of the role and related responsibilities ▪ Need for enabling identified ▪ Relevant enabling activities established
	Coaching the PMO set up of a multinational chemical company	<ul style="list-style-type: none"> ▪ Joint development of role and responsibilities of the PMO function with new head of PMO ▪ Review of and feedback about existing methods and tools ▪ Suggestions for enrichment of project management toolbox ▪ Experience sharing for implementation and communication process 	<ul style="list-style-type: none"> ▪ PMO function established and PMO head enabled ▪ Effective project management toolbox in place ▪ PMO function communicated to the project management community ▪ Credibility of the function established in the organization process

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Motto

Each day is a new beginning ...

another chance to learn more about ourselves, to care more about others, to laugh more than we did, to accomplish more than we thought we could, to be more than we thought we could, to be more than we were before ...



Personal Information

Year 1961
Status married
Kids 2



Academic Education

1988 Dipl.-Kaufmann
1989 MBA
1994 Dr. rer. pol.



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Professional Experience

- > 25 years of experience in global management and leadership roles in B2B Marketing as well as Sales and Marketing Consulting (incl. management of complex global projects or global PMO function set up and execution)
- > 20 years of experience as management trainer in several competence areas in companies from different industries and participants from more than 60 countries
- > 15 years of experience as visiting professor in Executive MBA programs, i.e. UAMS Antwerp, IBS Moscow, RSM Rotterdam and SKOLKOVO Moscow

6 Management

Dr. Ingo A. Zborschil | Managing Director | Additional Qualifications

THE **Ken Blanchard**
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 **The Myers-Briggs**
Company

Train the Trainer Qualification for the
Myers-Briggs Type Indicator (MBTI)

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We cooperate with a Network of qualified Partners



Digitalization*
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Consulting



DTC - Digitalization & Technology Consulting

We are THE Digitalization Consultants



excellence in change

Consulting company with long-standing competencies in the strategic renewal of companies



Global Business Management Consultants

Leading global provider of project, program and portfolio management consulting and training services

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