

# Successful market entry in Germany

Tailor made solutions for every sector

## Our topics

1. The German business world
2. Finding German partners
3. Your USP and your goals
4. Intercultural communication
5. Negotiation skills
6. Project management and monitoring
7. Change management



eLearning

Self-study tasks

Blended Learning

(virtual) Live sessions

**Course description:** During this **tailor-made online course**, our team provides you with the skills you need to successfully do business with German partners.

The course includes **7 topics** (see above) that are presented in **live group sessions** (2 h each) and **1 interactive eLearning**. Some of the live sessions are accompanied by **self-study tasks**. The results of the self-study will be reviewed and best-practices presented during the group sessions.

**Additional option:** Individual business coaching focussing on your particular business case.

In preparation, we review your marketing material and prepare relevant market information. During a 1:1 session (2h), we practice your elevator pitch, answer your questions (e.g. on potential partners, trade fairs) and give feedback on the self study tasks from the group sessions. Please contact us for further information.

Presented by



Marlene Trost



Barbara Gjurgjan Lempa