



EICHENHORN

COACHING · TRAINING · MODERATION

What is Business Training?

In general the term „training“ stands for change processes or processes that introduce a development to changes.

In respect to human beings changes happen by training the digestion of stimuli.

These stimuli can come from the human being himself, e. g. if processes on the cognitive level make up a stimulus for changes on the physical or emotional level. Also stimuli can come from the outside, e. g. if a long term communication training in teams of managers and employees promote the sales increase of an entire enterprise accordingly.

Eichenhorn develops and organizes **business trainings methodically and systematically** in the field of **personality development** and **social competence**. Our main competence is the **communication in sales, customer service and marketing**.

One example for this is the targeted training for a deal-safe, friendly, and customer oriented behaviour in personal conversation and on the phone.

In trainings for individuals or groups we train your managers and employees using a program tailored specifically to the **needs of your enterprise**. In the centre of attention there are practical exercises, that are absolutely **specific** to the needs of **your daily business** in sales, customer service or telephone marketing.

Our special **training competences** include management training, sales training, communication training, negotiation training, conflict resolution training.

During these trainings we assist in staff development and building of teams in your enterprise.

The **central theme** of our training programs is **personality-related**: By being able to relate to themselves, to their true strengths and potentials, your employees are authentic and convincing to others – this is the only way for them to get a direct line to your customers!

A good professional acting trainer can be identified by competence in methods in combination with relevant experience in the training subject. Also the trainer is the moderator of his group.