

# KörberWorld



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## MANAGEMENT AND MEETINGS

Körber Foundation and Group:  
A fruitful relationship

## TRADE FAIRS AND MACHINES

Schaudt Mikrosa BWF presents  
its new all-rounder

## IDEAS AND ACTIONS

Hamburg's "Nobel-Prize"  
gains in prestige

A background image showing a complex industrial machine with various components, pipes, and lights, illuminated with blue and red hues, creating a futuristic and technical atmosphere.

# A jump AHEAD

Group and Divisions record a strong  
upward trend. And the future promises  
considerable movement on the markets.

Körber was and is prepared

# Jumping in

THE KÖRBER COLLEGE INTERNATIONAL SALES MEANS A QUICK TRANSITION



Focused learning and realistic tests make up the seminars - leisure time is a rare commodity, for Takumi Yamada, Gunnar Tons, Shinka Gu, David Bao und Daniel Vögeli (central picture), but when possible the students make the most of it

They sit before you: critical customers, merchants and engineers. And it is your job to convince them that your company's products will afford them the greatest benefit, and that deciding not to buy will be a mistake. It is Tuesday afternoon in a hotel in Lübeck, North Germany. The seminar is entitled "Presentation techniques", and the participants are students from the Körber College International Sales, young sales people from companies belonging to all three divisions.

Although the atmosphere is reminiscent of a study course, this is by no means just a "dry run". Here is where the students prac-

tice for the real thing - under virtually realistic conditions. After learning the basics, the prospective sales people were given a free choice of subjects and one evening - or one night - to prepare their exposition. The given subjects were the presentation of their company, the particular market of activity, presentation of plant and machinery, but also the principles and guidelines of the Körber Group. Their attentive audience included other Körber students, the college director, Günter Dehn, and their coach, Herb Nestler, an American living in Munich. His incorruptible video camera kept a watchful eye on the speakers. Pressure like that is enough to cause anyone to break out in a cold sweat.

# at the deep end

INTO THE REAL WORLD OF SALES. STUDENTS ARE STRETCHED TO THEIR LIMITS



**WHAT ARE THE CRUCIAL POINTS?** One is, of course, the content of the presentation. But other determining factors include - English - language skills, tone of voice, as well as body and sign language. Does the speaker keep direct eye contact with his listeners or does he cling to his presentation notes? Does he succeed in captivating the listeners and presenting his subject in a convincing way? Does he "package" his message in the right way?

When the speaker's time runs out after eight minutes, the presentation is over and the coach pulls out the "red card". Discipline is one of the virtues of a presentation.

The session ends with a "postmortem". Mistakes are pointed out and discussed in a friendly, open manner. And everyone learns from these mistakes, whether they were their own or other people's mistakes.

The ten participants of the Körber College International Sales began their course of studies on April 1, 2002 and came together for their second seminar in Lübeck over the summer. The trainees spent most of their time working on projects for their various companies, as well as spending many weeks in other companies belonging

## 10 PEOPLE AND CAREERS



**FUMIKO TAKANO**, Japan, with Fabio Perini, Lucca, for four years:

*"I didn't hesitate for a moment to jump on the bandwagon. The College teaches essential knowledge but above all it imparts a sense of internationality. This second seminar focuses on practical sales skills, which is excellent."*



**KAI KARSTENS**, Hauni Maschinenbau AG

*"I first joined the company when I began studying at the College. This is an entirely new world for me, and one that I am getting to know very well. I am trying to absorb and store as much knowledge as possible and I hope that I can give much of what I learn here back to Hauni through my work."*



**DANIEL VÖGELI**, with Mägerle, Fehraltorf, Switzerland, since early 2001:

*"I hope to receive more sales experience and a sound understanding of the market. It was a very positive experience for me to be appointed "event manager" at SMB in Stuttgart where I helped to prepare a major customer presentation in June. This College is also an excellent opportunity to set up an efficient network spanning the entire Körber Group."*



**DAVID BAO** from China, Blohm in Hamburg:

*"I already have seven years of European work experience with a Swiss company, but I am very pleased to be a part of this College. Already, I have learned so many new things, but also about the Group's strategy and about German character and culture. These are excellent prerequisites for taking on international sales assignments."*

## Time runs out after eight minutes and the coach draws the red card

to their division or another of the Group's divisions.

"It is our aim to communicate the entire sales process to them," says Günter Dehn, the college director. "Following the first phase, during which the students learn about the overall structure of the Körber Group and the product program of the three divisions, we are now plunging into the depths of the sales process."

The ambitious aim of the college is to give the students the requisite knowledge to represent the Körber Group internationally and deal successfully with customers - all within just one year. The participants must, therefore, master sales techniques, comprehend the principles of contract law, become "expert buyers" and also possess intercultural communication skills.

**THIS EXTREMELY DENSE** theoretical and practical program demands full concentration and dedication from the students. Just before the group reaches the halfway stage, Günter Dehn sums up: "It gives me great pleasure to see that all trainees are concentrating hard and are completely dedicated and involved. Our lecturers, experts from outside companies and specialists from within the Group, have spoken very favorably about the students' keen interest and thirst for knowledge."

Besides giving students the opportunity to increase their knowledge, these seminar phases also give them the chance to develop useful contacts and exchange experiences. Far from sinking into their armchairs, exhausted after a long hard day of seminars, the trainees prefer to pursue their own individual relaxation program by jogging, swimming or working out in the fitness studio. "And after that, they are all relaxed," says Günter Dehn.