

## Executive Workshop

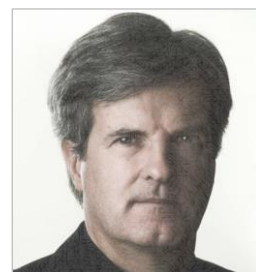
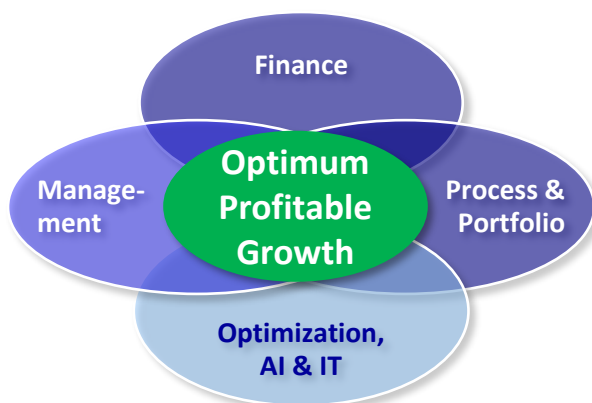


# Optimum Profitable Growth Strategy for **your** B2B Corporation

A ready-to-implement system & programme for the Optimum Profitable Growth Strategy of your corporation : developed together

Your B2B corporation can achieve optimum profitable growth by professional guidance on Optimum Profitable Growth Strategy (ProStrategy B2B) :

- Integrate your executive management team into the ProStrategy B2B definition
- Follow a proven workshop procedure
- Rely on professional methods of ProStrategy B2B & its optimization
- Define ProStrategy B2B based on facts and figures
- Use state-of-the-art digital tools from Analytics, ERP, CRM, CPQ, AI & Co
- Coverage: from Marketing & Sales to Corporate Finance, from planing to execution
- Your individual system for optimum profitable growth strategies in B2B
- Focus on implementation & realization, including immediate measures



**Your expert**  
Prof. Dr.  
**Uwe Hilzenbecher**

## Method and results

### Method

During this workshop a team consisting of

- your corporation's executive management
- Strategy B2B senior consultant

elaborates a ready-to-implement programme for the optimum profitable growth strategy of your B2B corporation (ProStrategy B2B).

### Results

- Ready-to-implement realization programme for the optimum profitable growth strategy (Pro Strategy B2B) of your corp. w.r.t. the functions
- Marketing, Sales, Ops, Admin, Finance, IT, Strategy
- ProStrategy B2B management system & tools
- ProStrategy B2B program, project & work packages

## Pre-Workshop

Duration : approx. 2 weeks

### Preparatory work

- Signing non-disclosure agreement
- Delivery of digital data (ERP, CRM etc.)
- Delivery of further relevant informationen e.g. plans, methods, analysis etc.

- Digital Service 'Analyze – OptimAlze – Profitize' : from data to insights, actions & results
- Client support of interviews and of data and information harmonization

## Workshop

Duration : 1 day

### Opti. Profitable Growth Strategy B2B – primer

- Growth imperative • levers & drivers of OPGS B2B
- OPGS B2B mgmt & control • OPGS optimization
- Digital: Analytics, CRM, AI&Co • ProStrategy B2B sys
- ProStrategy B2B implement. & realization • people

### Preparatory work results – presentation

- Quantitative & qualitative OPGS analysis
- OPGS potentials, optima, and management
- ProStrategy B2B program, project & work packages
- Discussion

### Team works / group works

- Definition of group work themes w.r.t Marketing, Sales, Ops, Admin, Finance, IT, HRM, Strategy etc.
- Assisted team works / group works
- Team works / group works results presentations
- Discussion

### Consolidation

- ProStrategy B2B strategy, scorecards and mgmt
- ProStrategy B2B implementation & realization plan
- ProStrategy B2B program, project & work packages
- Immediate measures / first steps
- ProStrategy B2B implementation kick-off

Comment : the workshop agenda can be modified acc.to your requirements

## Post-Workshop

Duration : approx. 1 week

- Completion & finetuning of workshop results
- Results documentation
- ProStrategy B2B tools

- Finalization of realization plan 'Optimum profitable growth strategy for your B2B corporation'
- ProStrategy B2B management manual

## Participants

- CEO, CFO, CSO, COO, CIO u.a.

## Location

- Meeting room in your corporation, alternative:
- Business hotel of your choice, alternative:
- Business hotel in Überlingen / Lake Constance

Workshop type: exclusive as inhouse event

Workshop language : english

Strategy B2B (since 2002) provide optimum profitable growth for B2B enterprises powered by advanced analytics & artificial intelligence. From data to insights to actions in Marketing & Sales, Ops & Management to results and returns in Corporate Finance.