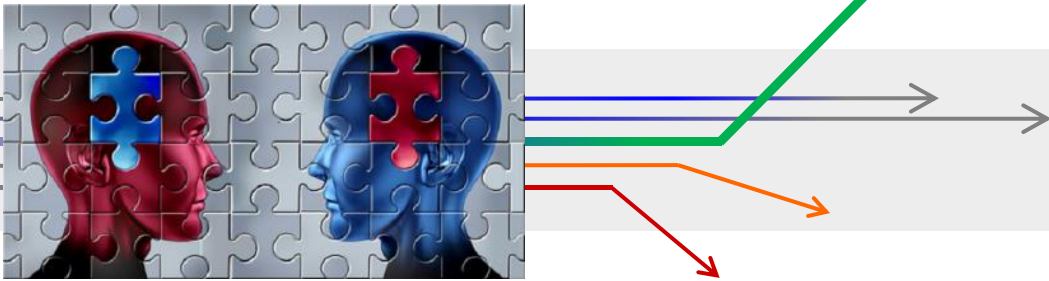


## Executive Seminar / Webinar

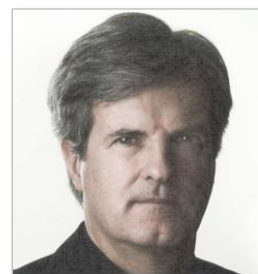
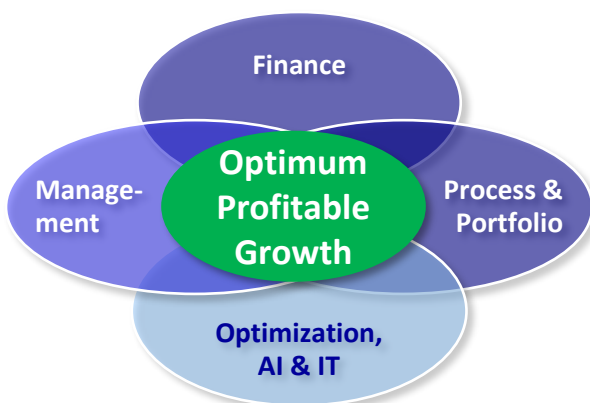


# Optimum Profitable Growth for the B2B Corporation

Tools & methods, systematics & strategies for the management  
of optimum Profitable Growth of B2B corporations

Professional know-how for the Profitable Growth of your corporation :

- Profitable Growth : from Status Quo towards top investment grade
- Elements of Profitable Growth : processes, pipelines and portfolios
- Effective management methods : from conventional to professional
- Always on target : dynamic optimization of Profitable Growth
- Digital : from data to insights, actiones & results with Analytics & AI
- Pro method : ProEnterprise B2B system for Optimum Profitable Growth
- ProEnterprise B2B – implementation & realization
- Realization of ProEnterprise B2B – blueprints & case studies



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

**The programme (9:00 a.m. – 6:00 p.m.)****Session 1 : Profitable Growth (PG)**

- PG imperativ : how PG benefits all stakeholders
- Profitable Groth – a primer
- Markets, risks and returns
- From status quo to top investment grade

**Session 2 : PG processes, pipelines & portfolios**

- Processes in Marketing, Sales, Ops & Finance
- Pipelines : the look into the future
- Portfolios : all structures under control
- PG processes, pipelines & portfolios

**Session 3 : PG Management (PGM)**

- Mg. methods: from conventional to professional
- Management effectiveness : from flop to top
- What really works : when, why and why not
- PG management : from OI to CM and RoS / RoE

**Session 4 : Optimum PGM (OPGM)**

- (numeric/digital .. ) optimization : a primer
- Dynamic optimization for PGM
- Optimum PG via optimum PGM
- PG optimization : demos

**Session 6 : OPGM Digital**

- From data to insights to actions, results & returns
- Big Data vs right data vs important data
- Analytics evolution : predictive, prescriptive & co
- AI : the powerhouse for sustaining OPGM

**Session 5 : ProEnterprise B2B System**

- Elements of the ProEnterprise B2B system
- The ProEnterprise B2B and it's variants
- ProEnterprise B2B in Sales, Ops & Finance
- ProEnterprise B2B system : a demo

**Session 7 : ProEnterprise B2B – implementation**

- From Status Quo towards ProEnterprise B2B
- ProEnterprise B2B roadmap & project plan
- IT integration : from ERP, CRM & co to ProE B2B
- Organisation, people & soft factors in ProE B2B

**Session 8 : ProE B2B blueprints & case studies**

- 10 ProEnterprise B2B blueprints
- Case study 1 : equipment industry
- Case study 2 : High-Tech industry
- Case study 3 : machine tooling industry

Seminar type: exclusiv as inhouse event

Seminar language : english or german

**Booking form**

Name, first name, title

Position, department

Company

Street

Postal code, town

Phone, fax

e-mail

Secretary, point of contact

Seminar date

Seminar location

Nuber of participants

Date, signature

**How to sign in for you and your executive team :**

- Please complete form (left) and e-mail it to us

**Date**

- Acc. To mutual agreement (also on weekends)

**Event type and venue**

- Life in your enterprise or in a business hotel
- Alternative : online as a webinar

**Participants**

- CEO, CFO, CSO, CIO, head of BU, regional head

**Documentation**

- All informations as electronic files (pdf, mp4)

**Price**

- Upon request

**Questions and informations**

- We are pleased to answer your questions regarding the CEO & executive inhouse seminar

**Contact**

- See bottom line

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.