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GROUP

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# Martin Piplits

## *Professional Speaking Overview*

### INTERNATIONAL BUSINESS & CULTURAL INTELLIGENCE

#### *Culture Shock - Managing People across Continents*

In this highly popular and practical presentation, Martin draws from his personal experience in managing teams in Asia, Eastern and Central Europe, and in the United States. Personal examples illustrate the risks involved when moving between cultural environments and how sometimes the smallest of errors can be catastrophic for business. The discussion includes the ways to research and prepare for foreign assignments or business trips, how to select the right people for such assignments, and most importantly, “The Do’s and Don’ts” for conducting business in Europe and Asia.

#### *Let’s Go International!*

Learn about the critical success factors of globalization strategies and the steps to take when moving beyond the home front and into a new market. This presentation includes real world examples of common mistakes as well as successful strategies when going international. Participants take away a model specifically designed to help managers reduce the risk of taking those first, “out-of-comfort-zone” steps and proven supply side strategies as well. A must for any company going international!

### BUSINESS STRATEGY

#### *Stand Out in a Crowd: Customer Service in the 21st Century*

Fully understanding a customer’s expectations is key to any organization’s success. Meanwhile, the complexity of markets and the information channels within them are growing and changing with increasing speed. Discover ways to defend your market position by developing a true understanding of your customer’s needs and how to capitalize on current trends. Learn how to deliver superior customer service that is unique and tailored to your individual customers’ needs and expectations.

#### *Don’t Just Show Me the Money: Effective Sales Management*

Ensuring your sales force stays aligned with your overall company strategy is a daunting task. How do you get everyone to focus on the key issues? This inspiring and enlightening presentation employs first-hand experiences and gives an easy to follow, step-by-step guideline of how to avoid the most common mistakes. Hint: It’s not just about the money! This presentation can be tailored to specific client issues and be combined with a half-day workshop to develop individual solutions.

For more information on these and other programs please contact:

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