



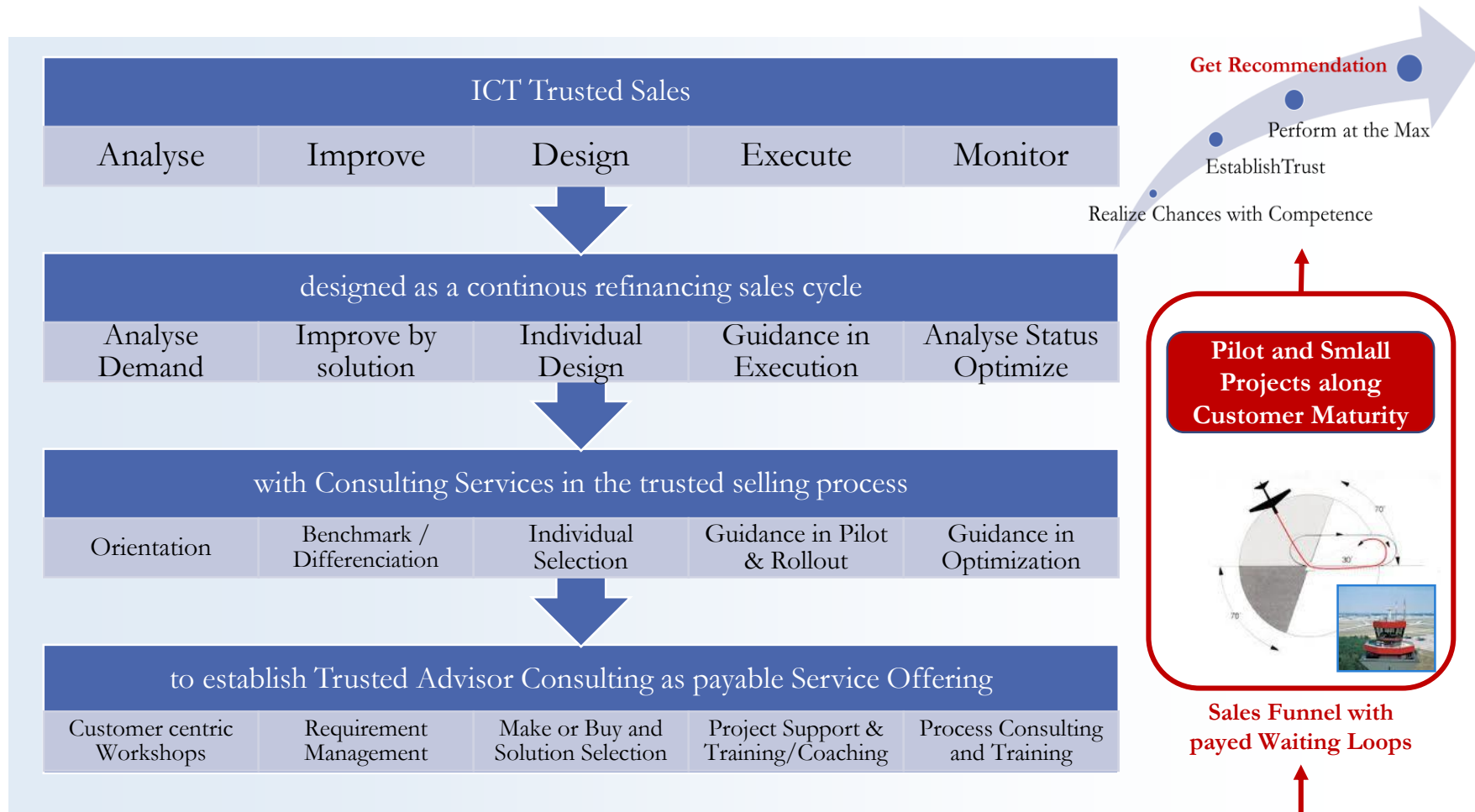
GO for Trusted Selling

Trusted Advisorship for succes
in ICT Sales

A customer centric & affinity based sales strategy
focussing Agility in Dynaxity.



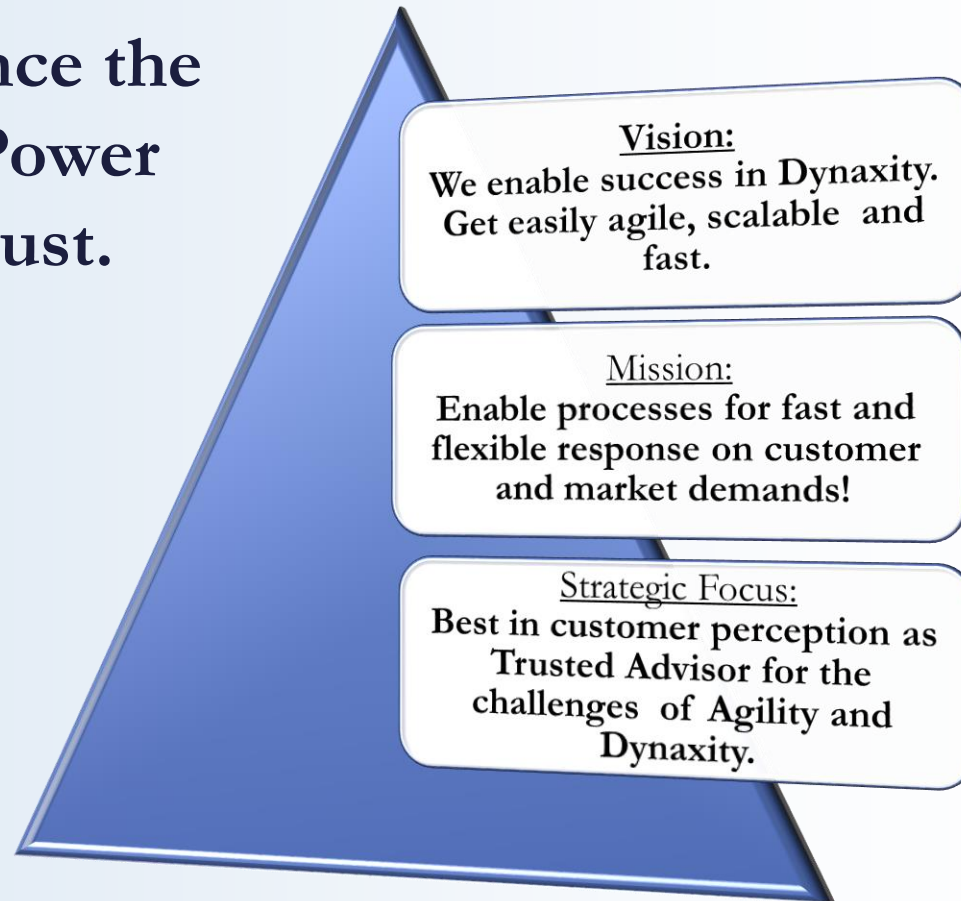
Conceptional approach to handle relevant growth in ICT Business and refinance Sales via consulting.





Vision , Mission and Strategic Focus as Framework to gain Customers Trust.

**Experience the
Sales Power
of Trust.**





Service Offering Portfolio. Trusted Advisors for Success in Change.





Customer centric & affinity sales in acquisition: The customers perception counts.

Step one: Find customer and create individual proposal

Analyse and select
with contact dialogue
or Desk Research

*Analyse customers enterprise
on pain potentials regardig
agility and flexibilty from
customers and competitors
view.*

Adress and shape
with inidividualized
value propositions

*Adress Dynaxity
at responsible CXO or high
positioned Business Managers
by focussed or approved value
propositions (Automotive, Risk
Management or Partner
Solutions, Process Maturity).*

Co-Create proposal
with customers
active contribution

*Establish „Pain Release Team“,
elaborate demands and Co-
Create „Healing proposal“
=
Customer demands for offer!*

Customer perception:

Customer later will
recognize in dialogues
analysis and selection
the professional customer
centric competence.

Affinity receptors for docking!

Customer is professionally
flattered by identification with
his company and personal
business interests. He builds up a
basis for a trusted customer relation.

First identification!

Customer is highly interested and
wants to promote his cognition in
his teams and settings.
He establishes a team with a
focus and defined goal.

Identification and interest in service!



Customer centric & affinity sales in realization: The customers recommendation counts.

Step two: Offer, realize project and generate recommendation

Create offer & get order

with a bullseye regarding
customer value settings

*Offer that shows the competence
to heal the pain fast and elegant.*

*Professionalism in Change !
Consultative selling as a Trusted
Advisor.*

Realize Change Project

Realize with co-creation
a agile and fast process

Customer co-creates and
understands the solution as his
result with aligned support by his
Trusted Advisor.

Generate recommendation

with testimonial

Customer gives personal
recommendation -> Step one.
Customer initiates next project.
-> Step two
According affinity and business
value -> start to initiate
participation of the CIO.

Customer perception:

Customer recognizes
affinity with his way of
thinking. He accepts the
AcMer as a Trusted Advisor (Industry
Consultant with sale skills).

Affinity to get tested!

Customer is highly impressed and
delighted to have created a process fast,
flexible and scalable. A process
healing his pain and giving him perspective
for agility and dynamy.

Affinity is growing!

His personal identification with the
conjoint success leads him to give
a recommendation and a testimonial.

**Affinity established !
Recommendation - Testimonial!**



Customers journey to Dynaxity.
The journey of affinity and agility.

Experience the simplicity of change.

Active Multiplier

Mission



Success



Interested?
Please contact us.

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