



In Business for Yourself, not by Yourself

BEITRAINING[®]
Annual Convention 2011

Nuremberg
February 11 to 13, 2011



**To all Members
of the *BEITRAINING*® Network,**

We are pleased to offer the following overview of the various highlights that will take place at our *BEITRAINING*® Convention from February 11th to 13th, 2011.

The Convention should prove to be a valuable and profitable time for all, accompanied with experience exchanges and the opportunity to get new inspiration for your business.

We invite you to bring your spouse along with you. The Convention is an excellent opportunity for your spouse to get to know other *BEITRAINING*® colleagues and members within our network.

We are looking forward to meeting all of you at the *BEITRAINING*® Convention!

Kind regards,

Rodman Gil Ostrander
Founder & Chairman

Andreas C. Fürsattel
President & CEO



Convention Highlights

Guest Speakers



**Peter K. Hofmann, CEO, Protoform:
The Future Challenges for the Production Industry**

Born in Nuremberg in 1966, Peter Kurt Hofmann studied mechanical, optical and data engineering.

In his first two years as the Quality System Manager for 'Protoform', he qualified the company for a number of quality certifications from both customers and independent agencies. In 1997 he was appointed CEO at 'Protoform'.

Peter K. Hofmann sees almost every aspect of work and private life as a process that can be improved.



**Thomas Albrecht, Master Franchisor, Referral Institute:
Referral Marketing**

Thomas W. Albrecht is the Master Franchisor and Master Trainer of the Referral Institute in Germany, Austria and Switzerland. After his career at Siemens AG and other high-tech companies, he supported small- and medium-sized enterprises with the implementation of modern management styles which significantly increased productivity. By focusing on customer benefits and the ensuing tasks and challenges for employees, "Strategische Mundpropaganda™" (strategic word of mouth) is therefore the next logical step. Referrals For Life® enables people to generate more turnover through referrals because the potential customer already expects your call. Relationship management is the key!



**Eugen Marquardt, Manager Franchise Development, Mail Boxes Etc.:
How to Generate Franchise Leads**

Eugen Marquardt joined Mail Boxes Etc. in January 2002 in the area of Franchise Development together with Michael Sradnick. Mr. Marquardt finds qualified entrepreneurial prospects and coaches them on their way to their own MBE Center. He previously worked many years at a national non-profit organisation (Deutsches Kinderhilfswerk), leaving there as leader of Project Management. His responsibilities covered the preparation and realization of more than 100 projects such as sponsorship acquisition.

Industry Workshops

Profit from the Knowledge of our Industry Experts

Members of **BEITRAINING**[®] bring valuable experiences from their former career into the network. In different 'Industry Knowledge' Workshops, your colleagues will share their expertise and know-how. The experts will talk about the particularities, strengths, weaknesses, opportunities and risks of the different industries. They will give you tips on how to acquire clients in these industries and how to ask the right questions when speaking with business owners and staff members.



Retail Industry

Michael Döller, RTC Manager/
Owner **BEITRAINING**[®] **Stuttgart
Region Nord**.

Mr. Döller, who recently joined **BEI**, is an experienced consultant and trainer. Having long-term relationships with retail companies, he knows the particularities of this industry.



Printing Industry

Hansjörg Kölln, RTC Manager/
Owner **BEITRAINING**[®] **Hamburg
Nord**

Before joining **BEI**, Mr. Kölln worked for many years in the printing industry in different sales and marketing positions.



Financial Services

Peter Backschat, RTC Manager/
Owner **BEITRAINING**[®] **Schwarzwald-
Bodensee**

Before joining **BEI**, Mr. Backschat worked as a Key Account Manager in the banking sector. He was especially involved in the consulting and servicing of small- and medium-sized companies.



IT Industry

Martin Ledvinka, RTC Manager/
Owner **BEITRAINING**[®] **Hannover
Süd**

Mr. Ledvinka will present pertinent background knowledge supported by his experience in the area of the IT Industry. A discussion with all attendants will complete the workshop.



Real Estate Industry

Wolfgang Kellat, National
Training Director **BEITRAINING**[®] **Bayern
and Austria**

Mr. Kellat has trained and consulted thousands of Real Estate Agents and Broker/Owners during the last 10 years. He is an established expert in the Real Estate Business.



Health Care Industry

Markus Brüggemann, RTC
Manager/Owner **BEITRAINING**[®] **Münster**

Before joining **BEI**, Markus Brüggemann was responsible for the management of a health care company. Furthermore, he has lectured on Clinical Research and the Implementation of Nursing Procedures in diverse colleges and universities in the USA and in Germany.

Sales Workshops

Improve Your Skills and Practise your Knowledge

We will offer a number of workshops where you can improve your sales skills and get tips and tricks for your sales activities.



Successful Door Knocking

Eckhart Böhme, RTC Manager/Owner **BEITRAINING® Mainz**

Mr. Böhme will share with us the door-knocking techniques which he has found to be successful and will give tips and tricks you can use to improve your techniques.



How to Move a Customer to a Client

Andreas C. Fürsattel, CEO **BEITRAINING® International**

In this workshop, Mr. Fürsattel will develop techniques and practices to build long-term relationships with clients.



Tips and Tricks for a Successful SHOW

Torsten Rohlwing, National Training Director **BEITRAINING® Deutschland Nord**

Mr. Rohlwing will share his experiences related to preparing and holding a successful SHOW.



Entrepreneur Breakfast Meetings

Hansjörg Schütz, RTC Manager/Owner **BEITRAINING® Stuttgart Region Ost**

Mr. Schütz successfully organises Entrepreneur Breakfast Meetings in a renowned hotel in Stuttgart. He will share with you tips and tricks related to organising and successfully holding this type of event.



Working System Clients

R. Gil Ostrander, CEO **BEITRAINING® International**

Mr. Ostrander will show you how to increase your income by working with the **BEI** system clients.

Panel Discussions

Learn from the Experience of your Colleagues in our Panel Discussions



Panel Discussion: Prospecting Marketer/Trainers

Panel Leader:

Arnulf Taiber, National Training Director **BEITRAINING® Baden-Württemberg**

Panel Members:

Hansjörg Schütz, RTC Manager/Owner **BEITRAINING® Stuttgart Region Ost**

Sven Löbel, RTC Manager/Owner **BEITRAINING® Stuttgart-West Nagold**

Sabine Kassel, RTC Manager/Owner **BEITRAINING® Ostwürttemberg**



Panel Discussion: How to Sell Bundles and **BEITRAINING® Knowledge Pulse®**

Panel Leader:

Andreas C. Fürsattel, CEO **BEITRAINING® International**

Panel Members:

Martin Ledvinka, RTC Manager/Owner **BEITRAINING® Hannover-Süd**

Torsten Rohlwing, National Training Director, **BEITRAINING® Deutschland Nord**

Bernhard Beer, RTC Manager/Owner **BEITRAINING® Berlin Südwest**



Panel Discussion: Successful RTC Start

Panel Leader:

Maik Hartmann, National Training Director, **BEITRAINING® Deutschland Nord**

Panel Members:

Anja Pabst, RTC Manager/Owner **BEITRAINING® Moscow City**

Markus Brüggemann, RTC Manager/Owner **BEITRAINING® Münster**

Detlef Mennerich, RTC Manager/Owner **BEITRAINING® Lüneburg**

Come Together

Meet the *BEI* Network – The Spouse Programme

The *BEI* Convention is an excellent opportunity for your spouse to be introduced to the *BEI* network. Spouses are invited for lunch on Saturday. After lunch we will offer a special Spouse Workshop titled 'How to Live with *BEI*'.



How to Live with *BEI*

Dr. Isabel Fürsattel, Certified Trainer *BEI*, Communication Manager, married to Andreas C. Fürsattel and mother of three children.

Dr. Isabel Fürsattel studied Communications, Psychology and Business Administration in Munich. After graduation she worked for two years as junior PR Consultant in a PR Agency while writing the thesis for her Ph.D. She worked for three years as Management Consultant for Booz, Allen & Hamilton in Munich, leaving as Project Manager. In 1999, she moved to Nuremberg and founded her own consulting company Fürsattel Consulting GmbH.

Celebration Time – Enjoy the Evening

Gala Dinner with a popular live Band – await the great! We have a special surprise for you!
The Dress Code is Black Tie

The Evening Location (some impressions)



Approved Suppliers



OTTO Office is one of the leading mail order companies in the German market for office supplies. With more than 15 years of experience, OTTO Office provides its business customers all they need for their daily office-life.

www.otto-office.com



Deutscher Mietkautionsbund provides financial freedom to its customers by allowing them to decide how and when to use their rental security deposit capital to its best advantage.

www.mietkautionsbund.de



Since 1997 TRENZ AG, with its headquarters in Bremen, has developed individual software as well as Internet solutions for medium-sized enterprises and organisations. TRENZ AG developed the **BEI** SCS (Selling Client System) exclusively for **BEITRAINING**[®].

www.trenz.ag

Convention Agenda

Friday, February 11th, 2011

09.30 - 14.00	Suppliers Marketplace (on-going)
09.30 - 10.30	Arrival Times/Coffee
10.30 - 11.15	Opening Session Presentation Suppliers' Presentations (10 min. each)
11.15 - 11.45	Coffee Break
11.45 - 12.15	News and Changes
12.15 - 13.00	Guest Speaker Mr. Hofmann, Protoform: The Future Challenges of the Production Industry
13.00 - 14.00	Lunch
14.00 - 15.00	Guest Speaker Mr. Thomas Albrecht, Referral Institute: Referral Marketing
15.00 - 15.30	Coffee Break
15.30 - 17.30	For RTCs and NTDs: Guest Speaker Mr. Eugen Marquardt, Mail Boxes International: How to generate Franchise Leads Prospecting Marketer/Trainers Panel Discussion Panel Leader: Arnulf Taiber Panel Members: Hansjörg Schütz, Sven Löbel, Sabine Kassel
15.30 - 17.30	For Marketer/Trainers: Workshop 1: Headline Presentation with Andreas C. Fürsattel
Evening	Free night with colleagues

Convention Highlights

Saturday, February 12th, 2011

09.30 - 10.15	<p>Choose 2 of 3 workshops</p> <p>Workshop 2 – Retail Industry with Michael Döller</p>
10.15 - 11.00	<p>Workshop 3 – Printing Industry with Hans-Joachim Kölln</p> <p>Workshop 4 – Financial Services with Peter Backschat</p>
11.00 - 11.30	Coffee Break
11.30 - 12.15	<p>Choose 2 of 3 workshops</p>
12.15 - 13.00	<p>Workshop 5 – Door Knocking with Eckhart Böhme</p> <p>Workshop 6 – How to move a customer to become a client with Andreas C. Fürsattel</p> <p>Workshop 7 – The SHOW – Tipps and Tricks with Torsten Rohlwing</p>
13.00 - 14.00	Lunch – Spouses are invited for Lunch
14.00 - 14.30	Group Picture and Individual Photos
14.30 - 15.30	Workshop 9 - for spouses: How to live with BEI
14.30 - 15.30	<p>Choose 1 of 2 workshops</p> <p>Workshop 10 – Entrepreneur Breakfast Meetings with Hansjörg Schütz</p> <p>Workshop 11 – Working System Clients with Gil Ostrander</p>
15.30 - 16.00	Coffee Break
16.00 - 17.30	<p>How to sell Bundles and Knowledge Pulse®</p> <p>Panel Discussion Panel Leader: Andreas C. Fürsattel Panel Member: Martin Ledvinka, Torsten Rohlwing, Bernhard Beer</p>
19.30	Formal Dinner (Dress Code: Black Tie)

Convention Highlights

Sunday, February 13th, 2011

10.00 - 11.30	Choose 2 of 3 workshops Workshop 12 – IT-Industry with Martin Ledvinka Workshop 13 – Real Estate Industry with Wolfgang Kellat Workshop 14 – Care Industry with Markus Brüggemann
11.30 - 12.00	Coffee Break
12.00 - 12.30	Successful RTC Start Panel Discussion Panel Leader: Maik Hartmann Panel Members: Anja Pabst, Detlef Mennerich, Markus Brüggemann
12.30 - 13.00	Speech: Gil Ostrander
13.00 - 14.00	Lunch
14.00 - 17.30	NTD Meeting