

# Lutz Jansen

Consultant BDU

MBA

University of Darmstadt / HBS Boston

Languages: English, Spanish, German

## Portfolio of Service:

- ✓ Service Management (conception, sales, and distribution of service excellence)
- ✓ Business planning and organizational development (Early recognition of business issues and how to best address them to the long-term benefit of the company)
- ✓ Change Management – a specialized field for problem solving
- ✓ Partner & Alliance Management (ensuring sustainable win-win situations for sales partners)
- ✓ Project Management for complex and demanding cases with an external visibility
- ✓ Business models restructurings
- ✓ Application Management (personalized set-up and the efficient operation of IT applications-but limited only to those in the company's interest)
- ✓ Outsourcing (sales and implementation)
- ✓ Mediation & facilitation



## Expertise

### Business Sector:

- Financial Services
- Retail
- ICT
- Service Sector
- Public Institutions

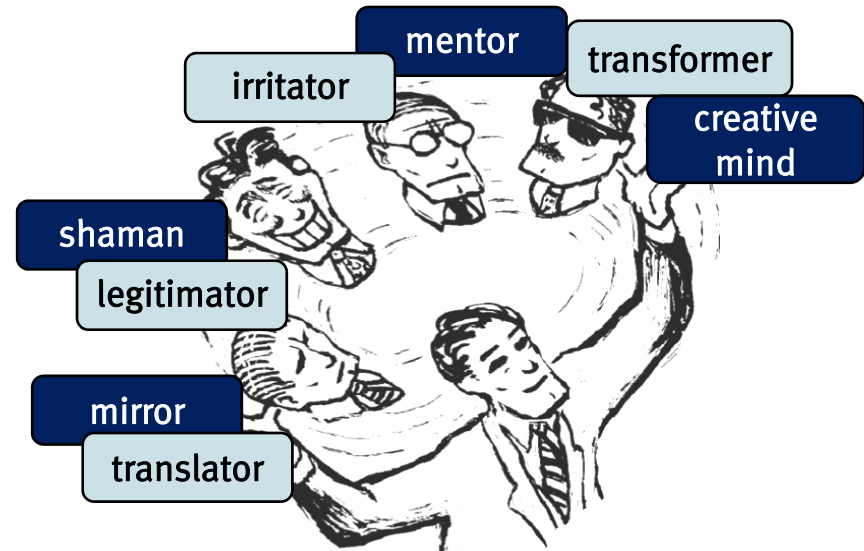
### Specialization:

- Solution Selling
- Sales Coaching
- Service-Management
- Change-Management
- Business Planning
- Customer Loyalty
- Program-Management

# Support by Lutz Jansen

Starting Point	Our Contribution	Your Success
Limited control about the sales process and the customer readiness to buy	Coaching and training techniques, from which both the sales team and partners benefit and guarantees future growth	Your team is well equipped and satisfies customers and partners alike through measurable benefits
Service design or optimization	Coaching of staff and introduction of sales-oriented service delivery	Customers are happy to buy your services and remain loyal to your company
A restructuring or change project in a critical stage	Summary/Control of the current situation and scalable support for those involved	Regain transparency and achieve a planned execution of the project objectives
Individual development plan	Situational analysis and positioning through workshops	Personal change happens through self-confidence and motivation
Organizational improvements	Comprehensive analysis, teambuilding, and professionalization within the team	Highly-motivated team and clear organizational structures
The company positioning and target setting needs external assistance	Integral approach to the analysis and planning of the business, organizational development	Regaining control over the company 's strengths and realize planned implementation of objectives

# Personal Roles in an Engagement



## Tools and Practices

- ✓ Analysis and questioning
- ✓ Development of solutions and sustainability
- ✓ Measurement criteria for customer satisfaction and loyalty
- ✓ Business Plan (BSC & Hoshin Kanri)
- ✓ Business positioning and development
- ✓ Brainstorming and moderation
- ✓ Visualization and text design

During the engagement, we take on more than one role at a time

# Testimonials and References

... from our past [Engagements](#)

**Vielen herzlichen Dank für die hervorragende Präsentation und das interessante Maturity Model.**

Thanks for the SAM training the other day in Dubai. The session was really informative and I particularly like the way you positioned SAM and were able to make it relevant to the (...) telesales engagement process.

Thank you very much for the training and your time. This has given us valuable insights for the customer engagement and for developing our local SAM process.

(...) let me say thanks again for all the delivery and the shift in our lives.

*Lutz, your training really works !*

Thank you very much for the training!  
Very positive feedback.  
This is really great (...).

I would like to say thanks for great value we have been delivered during the three days.

Above all, we appreciated:

1. Professional approach of Lutz
2. Useful materials, ideas and inspiration
3. Personal care of us, as redelivery partners
4. A lot of tips and tricks, we learned

**Einfühlsames und zielgerichtetes Coaching.  
Lebendiger und motivierender Beitrag von einem  
Coach, den nichts aus der Ruhe bringt ...**

# Zitate und Referenzen

**And they just LOVED YOU ..... and really looking forward for you coming back... ;=))**

I'd like to thank you for your course - it was most informative and stimulating for me, and I hope I will come to see you at your other courses!

(...) Sie haben bei den Kunden einen "Wiedererkennungswert", da Sie der Referent mit Leib und Seele waren/sind.

**I would like to thank you for the superb workshop you held in Stockholm last week. It was very interesting and I think I learned many new things about business value for my customers.**

Just wanted to let you know how much our colleagues enjoyed your training! Unfortunately you don't understand it, but below some participants let us know how much they enjoyed your training and learnt a lot from it and I am now forwarding their „thank you” s for the excellent training! Others told me similar responses in person and all of them would be happy to have more trainings with you in the future!

Thank you again and we wish you all the best!

Nochmal recht herzlichen Dank für Deine hervorragende Leistung rund um den Trainings-/Workshoptag.

Thanks for your persistence, hard work  
and great results.

First of all, I would like to thank you for the wonderful training you provided in Bucharest last month.

I've been involved in the training industry for many years, but your personal style to interact with students making them to participate and stimulating them to have an active contribution was a great lesson for me!

Congratulations, and thank you again!

**Lutz, Muchas gracias por el curso a nombre de todos los participantes.**

# Contact:

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