

Effektive Marktbearbeitungsinstrumente Für Beratungsunternehmen - Marketing Für Berater - Taner Yilmaz

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Unternehmensberatung Marketing, Marketing für Unternehmensberater, Auftragsakquisition für Berater' So mancher Leser wird sich noch an die 'guten alten Zeiten' der Beratung erinnern als die Welt sozusagen noch in Ordnung war. 'Marketing Aktivitäten' gab es nicht. Um zu einem ersten Sondierungs- oder Angebotsgespräch zu kommen, genügte es, ab und zu mal zum Telefonhörer zu greifen oder einen gescheiterten Brief an seine persönlich bekannten Vorstände, Geschäftsführer oder sonstigen Führungskräfte in den Unternehmen aufzusetzen. Und manchmal war nicht einmal dies erforderlich, weil die Interessenten selbst den Kontakt suchten und von sich aus aktiv wurden' Diese Zeiten gehören mittlerweile der Vergangenheit an. Heutzutage geht man davon aus, dass in ca. 97% der Fälle der Kontakt vom Unternehmensberater ausgehen muss. 2. Auftragsakquisition ist lebensnotwendig im Beratungsunternehmen und für jeden Einzelkämpfer der Beratungsbranche, denn diese entscheidet über wirtschaftlichen Erfolg oder wirtschaftlichen Ruin. 3. Ziel dieser Projektarbeit ist es, wichtige Marktbearbeitungsinstrumente des Beratungsmarketings zu nennen. Dafür werden verschiedene theoretische Ansätze der Literatur untersucht. Im Empfehlungs Teil werden die vorhandenen Methoden der Marktbearbeitung aufgezeigt und neue Ansätze erlautert. Author: Yilmaz, Taner Publisher: GRIN Verlag Illustration: N Language: GER Title: Effektive Marktbearbeitungsinstrumente für Beratungsunternehmen - Marketing für Berater Pages: 00024 (Encrypted PDF) On Sale: 2011-01-01 SKU-13/ISBN: 9783640796755 Category: Business & Economics : General

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