



**Manfred Ritschard** Speaker, Trainer, Consultant

Manfred Ritschard is a licensed corporate educator as well as a registered expert for tourism with Advanced Federal Diplomas of Higher Education and a certified coach (NLP Master IANLP and NLP Trainer) with extensive experience as educator and coach for service and sales.

He teaches marketing and sales management at colleges of higher education and is an engaging and competent speaker and trainer in the fields of service quality, sales processes, team leadership and trade fair marketing in German, English and French.

### Who he is

#### Education

- Licenced company trainer with Advanced Federal Diploma of Higher Education
- Certified expert in tourism with Advanced Federal Diploma of of Higher Education
- Certified NLP-Trainer IANLP
- Studies of science in communication and public relation

#### Practical experience

- Professional experience as sales & service manager in the travel industry
- Lecturer for Marketing and Sales at Colleges of Higher Education
- Co-founder and member of the board of directors Star Enterprises Ltd.
- Owner of Manfred Ritschard & Partner LLC.

#### Distinctions

- Appointed member of the quality committee for the Higher Education “Guest relations manager with Federal Diploma” (Swiss Tourism Federation)
- Top 100 Trainers (Trainers Excellence Germany – Austria - Switzerland)
- Professional Member of the German Speakers Association GSA

As a communications trainer, marketing consultant and moderator, he has provided successful consultancy and training services to many well-known companies from a variety of sectors, involving a total of thousands of employees and their supervisors. These include major projects on behalf of the Swiss Railway System, travel companies, hotels, mountain railway companies, administration as well as the pharma and machine industry and others. He has also undertaken teaching assignments as a lecturer in marketing, sales and tourism at the Universities of Applied Sciences in Basel and Geneva as well as at the College of Higher Education in tourism management in Lucerne. He has run sales, communications and management training courses for over more than 25 years, and has also acquired an enormous level of experience.

### What he offers

- Analyses & consulting
- Workshops
- Education
- Trainings
- On-site coaching
- Individual coaching
- Keynotes

### His specialties and topics

<b>Trust Selling</b>	Trust building as key success factor in sales
<b>Value Selling</b>	Sell the value and not the price!
<b>Service Selling</b>	Sell your service and ask for remunerations when you are consulting, offering and bidding
<b>Coping with Robots</b>	How to legitimize human sales and service force in times of Artificial Intelligence and Artificial Friendliness
<b>Fair Trade Training</b>	How to generate more leads at exhibitions than ever before
<b>Negotiation Training</b>	How to close better deals
<b>Team Communication</b>	How to become a dream team
<b>Hospitality and Friendliness</b>	How to be excellent and memorable hosts and how to be friendly and customer-oriented in any situation
<b>Compass of Leadership</b>	How to create, lead and manage excellent service and sales processes



Exclusive Partner

