

MERK



VISION

Michaela Merke

TRAINING BROCHURE 2022

The Power of Relationship Intelligence
to develop Excellence in Customer Experience,
Leadership and desirable Brands

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RÉPUBLIQUE FRANÇAISE

MERK-VISION.COM



Excellence in leadership and customer experiences through Relationship and Emotional intelligence.

For over 20 years, we have advised, trained and inspired the world's most prestigious brands. Companies call on us to empower their leaders, help them build strong brands and develop unique customer experiences through Relationship Intelligence.

Relationship Intelligence, which we have been researching for over 10 years, is the art of connecting, analyzing and adapting to others in order to engage them in close and lasting relationships. It is one of the key leadership qualities to make a difference in today's complex and challenging times.

Companies that master Relationship Intelligence will more easily attract customers. They will also more strongly involve employees, sales and service teams, suppliers and all those who contribute to the company's success. This makes customers and employees brand ambassadors. The relationship and emotional intelligence are the real trigger for a significant improvement of the **customer experience but also of the employee experience**.

The companies that will make the difference tomorrow are those that will know how to place Relationship Intelligence at the heart of their strategy today. And this starts with strong leadership that cascades down to all levels of the company.



OUR EXPERTISE

The Power of Relationship Intelligence



OUR EXPERTISE

Dr. Michaela Merk, CSP, is an international speaker, consultant, trainer, author and professor.

As an **expert in relationship and emotional intelligence** for executives, employees and luxury brands, she has spoken to over 100,000 people worldwide for over ten years. With her dynamism, energy and charisma, Michaela knows how to captivate a large audience in **English, French and German**.

She counts among the most requested European speakers. For her excellent public speaking talent she earned numerous awards, such as the highest international certification in public speaking, the **Certified Speaking Professional (CSP)** and the **Certified Virtual Presenter**, which she earned for her online presenting skills and setup.

She is German and has lived in Paris for the past 25 years, where she has held executive positions and guided leaders of global brands such as **L'Oréal, Dior, Hermès, Four Seasons Hotels, Rolex, Vacheron Constantin** and many others. In her own leadership experience in international companies, she has experienced what it means to lead through periods of transformation.

In addition to her speaking, consulting and training activities, run by her company Merk Vision, Michaela is a **professor of luxury management**

and marketing. She teaches or has taught at ten leading business schools and universities in Europe, Asia, America and the Middle East, including ESSEC and Sciences Po Paris.

She holds a **PhD in marketing, which she defended at the Sorbonne Business School and HEC**, and is the author of several research articles published in internationally renowned journals. Her book, "**Luxury Sales Force Management: Strategies for winning over your Brand Ambassadors**", has become an important resource for executives of several international organizations.



OUR SERVICES



Motivational conferences

Inspire - Motivate



Engaging trainings

Learn - Apply



Strategic advice

Analyse - Solve



Individual coaching

Support - Guide

OUR TRAINING



TRAINING FORMATS

In French, English and German

HYBRID
(mixed trainings:
online and face-to-face)



**PHYSICAL
PRESENCE**
(face-to-face trainings)



VIRTUAL
(webinars,
online trainings,
podcasts)



TRAINING METHODS



✓ Our trainings are workshop style, highly interactive, engaging, fun, team building, concrete.

✓ Our many benchmarks and examples from various industries allow participants to broaden their mindset and get inspiration from other fields.

✓ No participant leaves the course without a personal action plan for the short, medium or long term.



TRAINING MODALITIES

Our trainings are tailor-made, the modalities are adapted to your needs and wishes following a preliminary interview.

- ✓ **Adaptation:** All courses are adapted to your industry, company needs, time availability and participant profile.
- ✓ **Location:** All our trainings can be organized with physical presence or as webinars. Our locations guarantee accessibility for people with reduced mobility. Please contact us to analyze your needs.
- ♿ **Accessibility:** All our trainings can be organized with physical presence or as webinars. Our locations guarantee accessibility for people with reduced mobility. Please contact us to analyze your needs.
- ✓ **Language:** They can be held in English, French or German anywhere in the world.
- ✓ **Format:** We can train your teams within your company or organize mixed groups with other companies. If you wish to have a very personal training on one of our proposed topics, we can also offer you individual coaching sessions.
- ✓ **Access time:** No access time is necessary between the request of the beneficiary and the beginning of the session
- ✓ **Duration:** Depending on your wishes, our trainings vary from half a day to 2 days.
- ✓ **Pricing:** In a tailor-made approach, our prices vary according to the adaptation needs. Please contact Michaela Merk for a quote.

- ✓ **Evaluation by the trainee:** After each course we provide participants with a link for a qualitative and quantitative digital evaluation. The platform varies depending on the type of intervention.
- ✓ **Evaluation by the trainer before and after the training:**
 - **Before the training:** Interview with the organizer and self-evaluation if desired
 - **After the training:** Depending on the training and if desired by the client, we provide a qualitative and quantitative evaluation of the trainee. The grading process is agreed upon with the commissioned management. For more information please contact us.

OUR CORE PUBLICATION

Michaela's most important book is called

“Luxury Sales Force Management: Strategies for winning over your brand ambassadors”

It was published by Palgrave MacMillan and also exists in French under the title “**Manager les vendeurs du luxe**” (Dunod).

It examines the strategies that enable managers in all industries to transform their sales teams into brand ambassadors who fully embody their brand or company with deep conviction. Having not just salespeople but brand ambassadors can significantly improve sales performance.

Based on research on premium and luxury companies worldwide, including hundreds of interviews with managers and salespeople from 50 companies, including Cartier, Prada, L'Oréal, Sephora and Hermès, Michaela Merk uniquely explores how salespeople develop a relationship with the brands they sell, how these relationships can be characterized and what top management should do to strengthen them.

In addition, she has identified how future brand ambassadors can be spotted during the recruiting process in order to find the most engaged talents.

This is the ultimate how-to guide based on years of research.

It contains:

- 18 strategies to strengthen the five key emotional facets that build strong bonds between a brand and its sales force.
- 150 quotes from salespeople and managers from more than 50 luxury brands, such as Cartier, Prada, Fendi and Hermès.
- humorous illustrations, drawn by the famous cartoonist Albert Dessinateur



TOPICS

01

LEADERSHIP IN A WORLD OF CHANGE AND CHALLENGE: Discover the power of Relationship Intelligence

02

FROM SALESPERSON TO BRAND AMBASSADOR: Learn to empower your teams through relationship intelligence

03

CUSTOMER EXPERIENCE THROUGH RELATIONSHIP INTELLIGENCE:
The art of making sales and service memorable

04

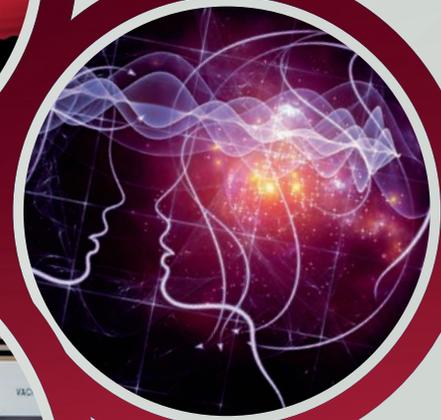
BRAND CREATION WORKSHOP:
Discover the secrets of powerful brands

05

INSPIRATIONS FROM THE LUXURY WORLD: The secrets to making your brand powerful and desirable

06

PRESENTING EXCELLENCE THROUGH RELATIONSHIP INTELLIGENCE:
Master the art of captivating your audience



01

LEADERSHIP IN A WORLD OF CHANGE AND CHALLENGE: Discover the power of Relationship Intelligence

Content and Objectives

- Know the secrets of successful, impactful and inspiring leadership.
- How to use emotional and relationship intelligence in leadership.
- Know how to strengthen the bonds within your collaborators.
- Know how to adapt your communication to different types of employees.
- Know how to reassure and encourage your employees.
- Know how to develop a thirst to win as a team.
- Become more resilient after failures.
- Bring positive energy to your teams.
- Become more influential and charismatic.
- Know how to lead your company when times are tough.
- Turn my teams into brand ambassadors.
- Become happier and more fulfilled as a leader and manager.

Bonus

Realization of your behavioral and emotional intelligence profile thanks to a test in partnership with TTI Success Insight (international leader in Human Resources assessment).

The participants

People in management positions or those who will be facing leadership responsibilities in the near future.

Prerequisites

Experience in management and/or leadership.

Duration

1 to 2 days recommended.

Pricing

For a customized approach, please contact Michaela Merk for a quote.

This training was also developed in an online training version with 22 videos on 5 modules and requires 15 hours to complete the training.

It also allows you to test your leadership profile and your level of emotional intelligence.



02

FROM SALESPERSON TO BRAND AMBASSADOR: Learn to empower your teams through relationship intelligence

Content and Objectives

In this course you will learn

- How to manage sales teams so that they can amplify the customer experience.
- How to turn my salespeople into brand ambassadors.
- How to integrate emotions into the customer journey.
- How to integrate the secrets of Relationship and Emotional Intelligence in sales.
- How to manage the different profiles and talents within a team.
- How to improve the interaction of your teams with your customers and significantly increase their loyalty.
- How to stimulate a memorable buying experience, especially in the digital age, to make the difference with online stores.

The participants

You should have a management responsibility in sales or service, regardless of your seniority level or the size of your team. You can work for a brand, a retailer or in a service business like hospitality. The customer is central to your business.

Prerequisites

You have (future) responsibility for managing a sales team, salespeople or representatives of any size. Or you have a position related to the customer experience.

Duration

1 to 2 days recommended.

Pricing

For a custom-made approach, please contact Michaela Merk for a quote.

This training also exists for sales teams without managerial responsibility.

It is called **“CUSTOMER EXPERIENCE THROUGH RELATIONSHIP INTELLIGENCE:**

The art of making sales and service memorable”.



CUSTOMER EXPERIENCE THROUGH RELATIONSHIP INTELLIGENCE: The art of making sales and service memorable

Content and Objectives

- Become more "customer centric"
- Discover the facets of the customer experience
- Know how to integrate emotions into the customer journey
- Know how to integrate the secrets of Relationship and Emotional Intelligence in sales
- Become brand ambassadors
- Know how to identify different types of customers
- Know how to read the weak signals and decode the non-verbal language of the customer
- Capture the customer's attention in his speech
- Learn how to reinforce empathy and active listening
- Know how to transmit the brand's values to the customer
- Turn customers into brand ambassadors

The participants

You are often in front of customers to offer them services or products.

You are in a commercial or service role with the challenge of transforming and enabling them to experience a memorable moment.

Prerequisites

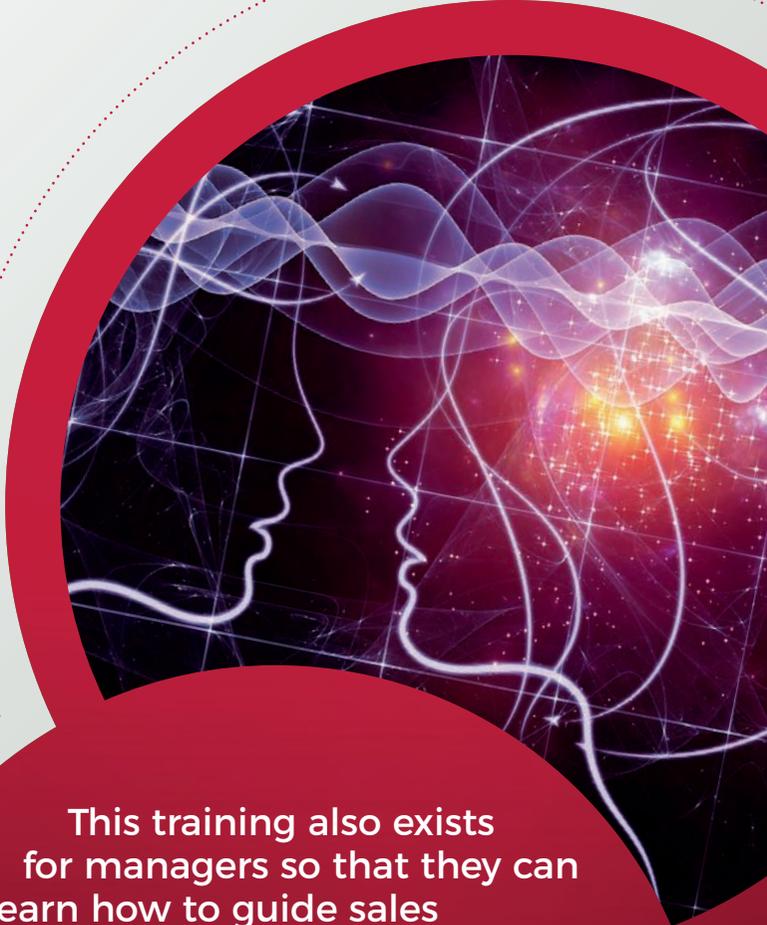
Have a first experience in sales or customer service.

Duration

1 to 2 days recommended.

Pricing

For a customized approach, please contact Michaela Merk for a quote.



This training also exists for managers so that they can learn how to guide sales teams in their challenge to implement relationship intelligence in every sales act.

The training is called:
FROM SALESPERSON TO BRAND AMBASSADOR: Learn to empower your teams through relationship intelligence.

Both trainings can be orchestrated in parallel.

04

BRAND CREATION WORKSHOP: Discover the secrets of powerful brands

Objectives and Benefits

- Learn all the steps to create a desirable brand in order to revisit an existing brand or develop a new brand.
- Learn to think creatively, disruptively and innovatively.
- Know how to transpose the codes and secrets of luxury to your own brand.
- Discover all the facets to make a brand desirable.
- Generate innovative and creative ideas to develop powerful products and brands.
- Build a unique and differentiating brand identity.
- Learn how to find a powerful name, logo and slogan.
- Learn the different communication tools, best practices, possible channels.
- Decide on the most appropriate launch and distribution strategies.

The participants

This training is for both employees and entrepreneurs who wish to create or position their brand or company.

Prerequisites

To have acquired the fundamentals of marketing or to have worked in a marketing department.

Duration

1 to 2 days recommended.

Pricing

For a customised approach, please contact Michaela Merk for a quote.



OUR EXPERTISE:

In collaboration with the biggest luxury houses like Chanel, Louis Vuitton, Cartier, L'Oreal Luxe etc. Michaela Merk shares her expertise in creating powerful products and brands to make them desirable, consistent, unique.

Inspirations du Luxe: L'excellence de la marque au service de la désirabilité

Content and Objectives

This seminar will allow participants to fully understand the codes and facets that make a luxury brand so desirable. It allows participants to look behind the scenes of the secrets of the great houses in order to understand their genesis, DNA and key factors of success.

It gives an answer to the following questions:

- What are the secrets of luxury brands to be able to offer their products at such a high price?
- What codes increase the perceived value of a brand?
- What marketing and communication components allow a brand to gain desirability?
- What makes up the identity and components of a luxury brand?
- How did luxury brands emerge?
- How do you make a brand legendary, strong and sustainable over generations?

These and other questions will be addressed in this course led by Michaela Merk, based on 20 years of experience in the premium and luxury sector.

Participants

This course is designed for both employees and entrepreneurs who wish to create or position their brand or company with a view to increasing its perceived value.

Prerequisites

This training does not require any pre-requisite.

Duration

1 to 2 days recommended.

Pricing

For a customised approach, please contact Michaela Merk for a quote.

OUR EXPERTISE:

Based on 20 years of expertise in the luxury industry as a managing director, marketing director and consultant, Michaela Merk shares the recipes and specifics of luxury brands with her audience. She is a researcher in the field, has published books and teaches luxury at Europe's most prestigious business schools.



06

PRESENTING EXCELLENCE THROUGH RELATIONSHIP INTELLIGENCE: Master the art of captivating your audience

Content

- Do you frequently present ideas to your teams or other stakeholders?
- Are you starting your own business and need to convince potential investors or business partners to finance you?
- Do you want to improve your ability to present your arguments in negotiations?

In this training, you will improve your presentation and negotiation skills, so that you can convey your message in a more relevant, fair and captivating way. Learn how to formulate your own or your products' arguments. Learn to share your ideas with your team in a memorable style. Learn to connect with your audience through all facets of relational intelligence.

Only if you can incorporate emotion into your presentations will your messages stick in people's minds. Good presentation skills make you more influential and effective because you can share your messages more effectively.

The Participants

This course is for anyone who wants to improve their communication, presentation and pitching style, regardless of your seniority or title. You may be a manager in a company or an entrepreneur running your own business.

Prerequisites

This training does not require any pre-requisites.

Duration

1 to 2 days recommended.

Pricing

For a customised approach, please contact Michaela Merk for a quote.

OUR EXPERTISE:

Michaela Merk has been a professional speaker for almost 15 years and has been trained by the best speakers in the United States. In 2020, she received the highest international title for public speaking, the CSP (Certified Speaking Professional), which only 4 speakers in France have to date.



OUR ONLINE TRAINING

Discover our training, webinars,
online coaching on the platform:

merkvision.podia.com

ONLINE TRAINING

**LEADERSHIP
IN A WORLD OF CHANGE**
Learn to use the Power of Relationship Intelligence

- ✓ 22 engaging videos / 5 modules
- ✓ 15h learning experience (viewing and 20 exercises)
- ✓ Lifelong access to your training
- ✓ 35 pages report about your leadership profile
- ✓ Individual feedback



**VIP COACHING &
ONLINE TRAINING**

**LEADERSHIP
IN A WORLD OF CHANGE**
Learn to use the Power of Relationship Intelligence

- ✓ 3 hours individual coaching with Dr. Michaela Merk
- ✓ 22 engaging videos
- ✓ 5 learning modules
- ✓ 15h learning experience (viewing and 20 exercises)
- ✓ 35 pages personal leadership profile and advise
- ✓ Lifelong access to your training



**DISCOVER YOUR
LEADERSHIP PROFILE**

- ✓ 35 pages personal leadership profile and advise
- ✓ Your level of behavioral Intelligence
- ✓ Your skills in emotional Intelligence
- ✓ Explanatory video to understand the statistics



MasterClass en ligne
01.04.2021 entre 9h30 – 16h30 (CET)

**REUSSIR VOTRE LEADERSHIP
grâce à l'Intelligence Relationnelle**

avec *Michaela Merk*



OUR CLIENTS



WHAT OUR CLIENTS SAY

It was extraordinary. Michaela offers excellence in both form and substance. She sends positivism, a breath of fresh air, pragmatic advice, simple and actionable. It does a lot of good to leave feeling refreshed and inspired.

François Van Aal

General Manager Champagne Lanson

Michaela Merk's lecture on customer experience at the point of sale inspired me and my sales team to come up with new ideas to leave the best possible impression on our customers. The engaging way she delivered her speech was very refreshing and the countless examples from a variety of luxury brands were truly insightful.

Anne Schaal

General Manager South East Asia and Australia at A. Lange & Söhne

Thank you very much for your excellent presentation, which was appreciated by all our teams. It was really amazing to see how you set the mood and gave very relevant ideas for a better customer experience.

Isabelle Svartstein-Boujade

General Manager L'Oréal Luxe

After attending your two-day seminar on sales force management in the luxury sector and reading your book, I tested several of your recommendations and they work. The two tools together are a perfect guide to effective sales force management.

Denis Gourdin

Director of Retail Sales at Evolution Ltd, Mauritius, former Director of Accord Hotels.

Her advice is invaluable to better master difficult times for both managers and their teams. She is very structured, inspiring, brings a lot of concrete examples, and gives us a lot of managerial ideas. I was carried away throughout the training.

Delphine Vitry

General Manager MAD Agency

Her presentation was not only very relevant, full of practical examples and advice, but also incredibly captivating, even though it was filmed "only" and without immediate reaction from the audience. Her ideas on customer and sales excellence were relevant and very helpful, the depth of her research and past experiences was noticeable, and her presentation style was very energetic and passionate.

Isabelle Guida

Operating Head Wealth Management, Member of the Executive Board UBS Switzerland AG

Michaela is very engaging during her presentation and has an infectious motivation to improve personalization in retail. Her book is a great source of inspiration for luxury retail leaders and is filled with stories and experiences from the industry. A must read!

Claire Hansted

Managing Director
Bucherer





CONTACT

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Speaker / Trainer
Consultant / Coach
Professor / Author

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