

TRAININGS & WORKSHOPS

2026

Michaela Merk



UNLOCK YOUR POWER OF RELATIONAL INTELLIGENCE

Change Leadership & Team Performance

Customer Experience & Sales Excellence

Secrets of Premium & Luxury Brands

Prof. Dr. Michaela Merk (CSP / GSF)
Multi Award - Winning Motivational Speaker & Trainer & Coach



OUR SERVICES



Motivational Conferences

Inspire - Motivate



Engaging Training

Learn - Apply



Strategic Advice

Analyse - Solve



Individual Coaching

Support - Guide

OUR CONVICTION AND VISION

The Power of Relational and Emotional Intelligence in Business

In an era of growing complexity, massive transformations, and omnipresence of artificial intelligence, mastering emotional and relational intelligence becomes crucial, both for internal collaboration and retaining demanding customers.

Drawing on two decades of leadership and luxury expertise, Dr. Michaela Merk began conducting research on the most essential and universal skills of relational intelligence, our ability to skillfully connect and adapt to our environment in order to endure relationships in business. These skills, which emerge from our inner talents empower managers to connect with teams, salespeople to retain customers, and employees to collaborate effectively.

Beginning in 2009, Michaela's research journeyed across continents, culminating in a PhD defended in Paris in 2012. This exploration birthed publications like "Luxury Sales Force Management: **Strategies for Winning over your Brand Ambassadors**" and shaped her keynotes and training courses, all centered on relational intelligence.

While emotional intelligence gauges self-awareness, relational intelligence extends further, measuring one's ability to forge robust connections. Ultimately, mastering relational intelligence transforms employees and salespeople into brand ambassadors, fostering loyalty and enhancing both employee and customer experiences, forming the bedrock of successful leadership and customer relations.



OUR IMPACT

UNLOCK
YOUR POWER OF
**RELATIONAL
INTELLIGENCE**

For
Managers

For
Sales
Teams

For
Brands

Leadership
Excellence

Excellence in
Customer Experience

Brand Loyalty
and Desirability

THE FOUNDER'S EXPERTISE

Michaela Merk

Dr. Michaela Merk is a visionary leader dedicated to fostering success and cultivating exceptional talent in the realms of leadership, sales and service. In 2009, she established the Paris-based renowned training and coaching academy, Merk Vision driven by her commitment to knowledge dissemination.

With a rich background spanning over two decades in **leadership roles within the premium and luxury goods sector**, Michaela recognizes the profound impact of emotional and relational intelligence on team dynamics and client interactions.

Dr. Merk has **trained professionals in 30+ countries in English, French and German**, serving iconic brands like **Louis Vuitton, Dior and Chanel**, as well as non-luxury companies and global franchise systems. Her PhD and **bestselling book, "Luxury Salesforce Management (Palgrave McMillan)"** underscore her commitment to relational intelligence. Certified in assessment tools like **DISC and EQ**, she blends research with practical strategies for immediate impact. To guarantee highest training quality standards, her company is certified Qualiopi, issued by the French Government.

Beyond her academy, Michaela is a **leadership expert for the French Management Association APM**, influencing 6500 managing directors globally. Previously, she held senior roles as Marketing Director at **L'Oréal** and Commercial Director and General Manager at **Estée Lauder Companies**.

She also educates future leaders as a **professor at Audencia Business School**, where she leads the **Master of Science in Sustainable Luxury Management program**.



TRAINING FORMATS

IN FRENCH, ENGLISH & GERMAN



Physical Presence

Face to face training



Hybrid

Mixed training:
online and face to face



Virtual

Webinars, online training, 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.

 **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

TOPICS

LEADERSHIP EXCELLENCE

LEADERSHIP EXCELLENCE:

Elevate your teams with the Power of Relational Intelligence

RETAIL LEADERSHIP:

Elevate your sales teams to successful brand ambassadors

POWERFUL PRESENTATIONS:

Inspire, lead and convince people with words

CUSTOMER INTELLIGENCE

SELLING WITH EMOTIONAL INTELLIGENCE:

Discover yourself to decode your clients and perform better

SELLING WITH RELATIONAL INTELLIGENCE:

Make customer experiences memorable and build lasting loyalty

PREMIUM & LUXURY

SELLING LUXURY:

Create desire, value and memorable customer experiences

CREATING POWERFUL BRANDS:

Innovate with the secrets of the luxury world

LEADERSHIP EXCELLENCE

Reach Leadership Excellence
with Relational Intelligence



LEADERSHIP EXCELLENCE

Elevate your teams with the Power of Relational Intelligence

This training allows executives in management positions to become successful leaders, able to unleash the potential of their teams, to inspire and federate, to make them to highly engaged brand ambassadors and consequently achieve the most ambitious company goals even in times of transformation and change.

OBJECTIVES

- Discover the secrets of successful, impactful and inspiring leadership
- Learn to use emotional and relationship intelligence to master transformation and change
- Learn to strengthen the bonds within your teams in most challenging times
- Encourage your teams to transversal working and mindset
- Learn to adapt your communication to different types of employees
- Elevate your ability to boost (sales) teams to higher performances
- Learn to reassure and encourage your employees
- Develop a thirst to win as a team
- Bring positive energy to your teams
- Become more influential and charismatic
- Turn your teams into brand ambassadors
- Become happier and more fulfilled as a leader and manager

OPTION

Realization of your behavioral and emotional intelligence profile (DISC & EQ) thanks to a test in partnership with TTI SuccessInsight leader in Human Resources assessment

THE PARTICIPANTS

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

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.



RETAIL LEADERSHIP

Elevate your sales teams to successful brand ambassadors

This training allows executives in management positions to become successful leaders, able to federate teams, make them to highly engaged brand ambassadors, achieve the most ambitious company goals even in times of transformation and change.

OBJECTIVES

- Learn to manage sales teams so that they can amplify their performance
- Train sales and store managers in integrating emotional and relational intelligence in their daily leadership
- Elevate commercial teams to effective and motivating leaders
- Train management teams in identifying and recruiting the right team members
- Help retail teams identify talents in their teams and allocate responsibilities accordingly
- Develop true leadership personalities, able to motivate and engage their teams to new levels of performance and loyalty
- Help management teams to communicate effectively
- Enhance the positive winning mindset of retail teams

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 customized approach, please contact Michaela Merk for a quote



This training also exists for sales teams without managerial responsibility. It is called

“SELLING WITH RELATIONAL INTELLIGENCE:

The art of making sales and service memorable”.



POWERFUL PRESENTATIONS:

Inspire, lead and convince people with words

This training provides you with the secrets of the most impactful global speakers in order to captivate people's attention, embark and convince your audience as an inspiring leader and influencer. These learnings will also elevate your skills in negotiating and presenting in business and everyday life.

OBJECTIVES

- Discover powerful techniques and tools in public speaking
- Learn to emphasize your words with the right gestures
- Learn to modulate your voice for greater impact
- Learn to combine the spoken and non spoken language
- Learn to adapt your speech to diverse audiences and situations
- Discover techniques to convince a highly diverse or skeptical audience
- Discover methods of making your presentations and conversations unforgettable
- Discover ways of memorizing your speech
- Learn to integrate relational intelligence in your conversation
- Improve your ability to present your arguments in negotiations

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 customized approach, please contact Michaela Merk for a quote



OUR EXPERTISE:

Michaela Merk has been a professional speaker for over 15 years and has been trained by the best speakers in the United States. She is the only speaker in France to own the two highest international titles for public speaking, the CSP (Certified Speaking Professional), and the Global Speaking Fellow..



CUSTOMER INTELLIGENCE

**Training to elevate Customer Experience
with Relational Intelligence**



SELLING WITH EMOTIONAL INTELLIGENCE:

Discover yourself to decode your clients and perform better

This training has been designed in order to allow sales and service teams better to know themselves, to learn to regulate their emotions, to better adapt themselves to the diversity of clients, anticipate their desires and consequently improve their own performance. In people-centric professions like sales and service, mastering Emotional Intelligence is essential to succeed in selling to the most demanding and difficult clients.

OBJECTIVES

- Discover the facets of emotional intelligence
- Understand better the complex world of emotions
- Learn to regulate your emotions
- Learn to detect your clients' needs and behaviour patterns
- Learn to anticipate clients' unspoken desires
- Improve in adapting yourself to diverse client profiles
- Learn to apply the DISC and EQ model in a selling and service context
- Learn to decode non-verbal signals and messages
- Discover your own quotient in emotional and behavioral intelligence

OPTION

We offer participants the possibility of realizing their own profile in emotional (EQ) and behavioral intelligence (DISC) and obtain a complete report including concrete recommendation.

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 and create lasting customer relationships.

PREREQUISITES

Have a first experience in sales or customer service.

DURATION

1 to 2 days recommended

PRICING

For a customized approach, contact Michaela Merk for a quote

This training lays the foundation to the training module « SELLING WITH RELATIONAL INTELLIGENCE », which aims at strengthening customer relationships and making experiences memorable.



SELLING WITH RELATIONAL INTELLIGENCE:

Create memorable and lasting customer experiences.

This seminar delivers the secrets of excellence in sales and service by learning how to make customer experiences memorable and lasting with the power of Relational Intelligence. It will elevate your talents in connecting to the most diverse customers and enchanting them with the strength of human relations.

OBJECTIVES

- Become more customer centric in a retail and service environment
- Discover the facets of the customer experience and clienteling
- Learn to integrate emotions into the customer journey
- Learn to integrate the secrets of Relationship and Emotional Intelligence in sales and service
- Elevate your mindset from salesperson to brand ambassador
- Learn to identify different types of customers with the help of Behavioral Intelligence
- Learn to decode the non-verbal language of the customer
- Learn how to reinforce empathy and active listening
- Turn customers into loyal and lasting brand ambassadors

OPTION

We offer participants the possibility of realizing their own profile in emotional (EQ) and behavioral intelligence (DISC) and obtain a complete report including concrete recommendation.

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 and create lasting customer relationships.

PREREQUISITES

Have a first experience in sales or customer service.

DURATION

 1 to 2 days recommended

PRICING

For a customized approach, 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:

RETAIL LEADERSHIP: Elevate your sales teams to successful brand ambassadors



PREMIUM & LUXURY

Elevate your brand
with Luxury Power



MERK  VISION
Michaela Merk

THE ART OF SELLING PREMIUM:

Elevate your Brand Value, Desirability and Customer Experience

This seminar will allow participants to fully understand the codes and facets that make premium and luxury brands so desirable in order to elevate their own perceived brand value. You will learn how the successful luxury industry managed to develop lasting and legendary brands with strategies that can also serve your own brand.

OBJECTIVES

- Obtain a better understanding of the luxury world
- Get an insight into latest luxury market data
- Discover strategies which make luxury brands so desirable
- Learn about various types of luxury clients
- Learn how to increase the perceived brand value
- Learn to sell premium and luxury goods to demanding clients
- Learn to leave memorable customer experiences emotional selling
- Learn to make a brand legendary, strong and sustainable over generations

THE PARTICIPANTS

This course is tailored for both employees and entrepreneurs aiming to elevate their brand or company's perceived value, enhance desirability, and optimize performance.

PREREQUISITES

This training does not require any pre-requisite.

DURATION

1 to 2 days recommended

PRICING

For a customized approach, 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, released the podcast "Luxury Leadership Talks" and teaches luxury at Europe's most prestigious business schools.



CREATING POWERFUL BRANDS:

Innovate with the secrets of the luxury world

In this highly interactive workshop participants learn step by step how to elaborate a powerful brand concept inspired by the secrets of highly successful premium and luxury brands. We take a look at all major industry segments during this creation process, which you can then apply to your own business.

OBJECTIVES & BENEFITS

- Learn all the steps to create a desirable brand to develop a new brand or reposition an existing one.
- 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 customized approach, please contact Michaela Merk for a quote



OUR EXPERTISE:

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



OUR ONLINE TRAINING

Discover our trainings, 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

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

NSA CSP

VIP COACHING & ONLINE TRAINING



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

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

NSA CSP



DISCOVER YOUR LEADERSHIP PROFILE

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

NSA CSP

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



REUSSIR VOTRE LEADERSHIP
grâce à l'Intelligence Relationnelle

avec Michaela Merk



MERK  VISION
Michaela Merk

OUR CLIENTS

“ WITH MY CLIENTS, I VALUE LONG-TERM RELATIONSHIPS ”

Michaela Merk



JEAN-LOUIS
ROBLOT
Head Dior

[SEE VIDEO](#)



FRANÇOIS
VAN AAL
CEO Maison Lanson

[SEE VIDEO](#)



CARLO
BRUSAMOLINO
Head EMEA Thelios



MORGANE
JOUOT
Head La Prairie

[SEE VIDEO](#)



JAIME WYNN
CEO N.America
Jimmy Choo

[SEE VIDEO](#)



CAROLE
CHARLEMAGNE
Head Switzerland
L'Oréal

[SEE VIDEO](#)

VOIR VIDEOS DE TEMOIGNAGE

BEST-SELLING AUTHOR

THE POWER OF RELATIONAL INTELLIGENCE:

30 golden rules for successful leadership
and high-performing teams (Dunod)

What if the key to leadership in the age of AI lay in relational intelligence?

Do you sometimes feel like you lack impact in meetings or negotiations? Would you like to be more influential and better sell to your clients? Are tensions and misunderstandings building up in your team despite your efforts? It's time to activate a lever that is as powerful as it is untapped: your relational intelligence!

In this practical and inspiring guide, Michaela Merk reveals her 30 essential golden rules for deploying the five great powers of your relational intelligence:

- empathy: sharpen your powers of observation, listening, and analysis;
- confidence: strengthen your relational impact and your ability to unite people;
- passion: develop a proactive and inspiring attitude at work;
- authentic pride: value your talents, your successes, and your ability to innovate;
- gratitude: encourage mutual support, recognition, and loyalty.

Discover how artificial intelligence can become an ally when used to foster strong and authentic human relationships.

The book, published by Dunod, exists in English and French, is a perfect extension for any seminar.

Michaela Merk

IN SUMMARY

- 30 golden rules for strengthening our human relationships in our professional and personal lives
- Testimonials and quotes from leading executives and renowned figures.
- 30 illustrations and diagrams to illustrate each rule
- A useful guide enriched with practical exercises for direct application.

BUY NOW



BEST-SELLING AUTHOR

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.

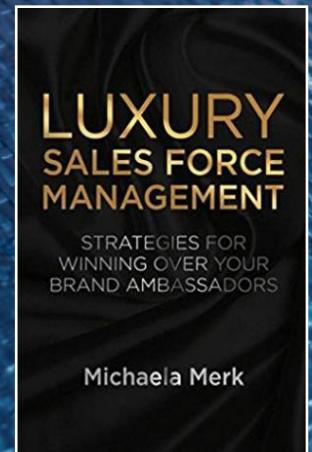
Based on research on premium and luxury companies worldwide, including hundreds of interviews with managers and salespeople from 50 companies, including Cartier, Prada, L'Oréal, Sephora and Hermès, Michaela Merk uniquely explores how salespeople develop a relationship with the brands they sell, how these 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.

KEY TAKEAWAYS

- 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.



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

“ 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

“ 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

“ 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

“ 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

CONTACT

Prof. Dr. Michaela Merk, PhD

Speaker / Trainer / Consultant
Coach / Professor / Author

michaela.merk@merk-vision.com

+33 (0)19 11 10 65

www.merk-vision.com

www.michaela-merk.com



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