



■ Education

March 2012

Linea
Stargazer

Linea Stargazer – Learning & Development

Since 2003 Linea Stargazer is offering services of workforce development together with sales and product seminars in EMEA.

Our services are addressed to C-level executives, HR managers, Sales Directors, Account Managers, Inside Sales Executives, Contact Center Agents.

The core languages that we cover are *:

- English
- Czech
- Polish
- German

*upon customer request also Greek, Italian, French, Turkish, Romanian, Russian

Facts

- **Some facts:**

Team of 6 trainers, former executives of multinational blue-chip companies

More than 300 seminars delivered in EMEA

More than 1,000 executives participated so far

- **Training Possibilities:**

Instructor Led Classes

Instructor Led Webinars

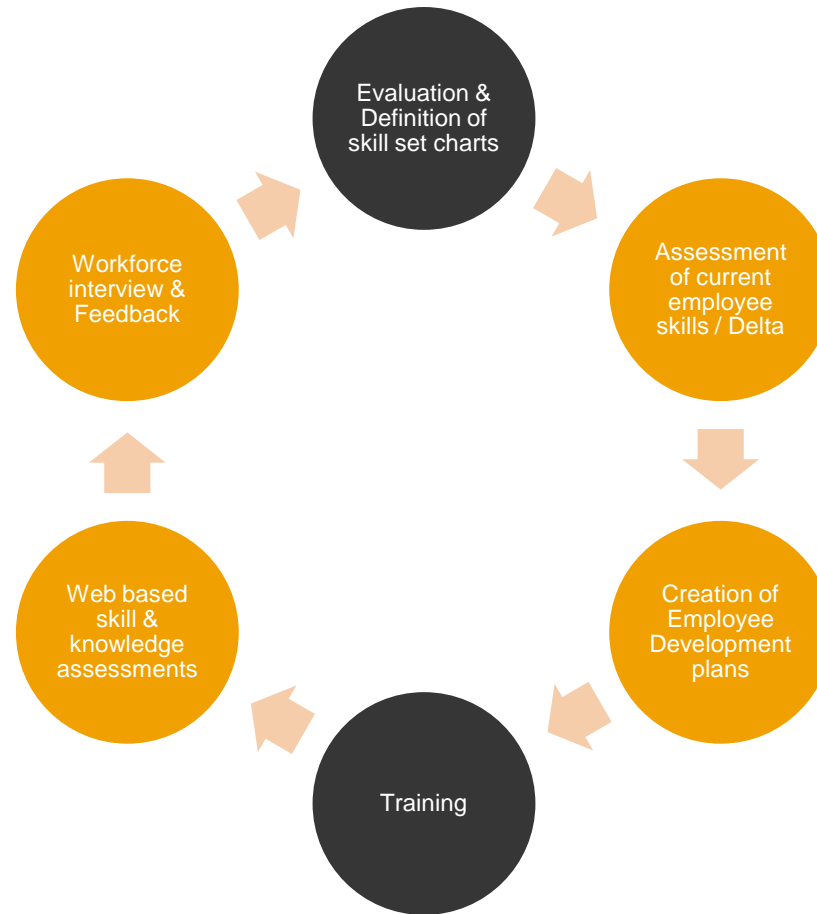
Product / Services launch & update briefings

“Branded” training – we offer the possibility of world’s most accepted sales methodologies in collaboration with renowned training houses

Our offering

- Workforce competency evaluation
- Complete short/mid term education planning
- Custom made seminars
- Sales and soft skills training
- Technical Training
- Development of customer certified material
- Development of customer approved skill assessment tests
- Coaching
- Product launch update
- One-to-many webinars

Our Methodology



Our Approach

- Skills assessment
- Workforce development chart
- Courses plan
- Material development
- Training Execution
 - Instructor led classes
 - Instructor led virtual classes
 - Web Content
- Impact evaluation
- Feedback

Our Audience

Core Organization Executives

- C-Level Managers
- HR Executives
- Business Development Managers
- Sales Management
- Field account managers
- Inside Sales account managers
- Call center agents

Extended Company Ecosystem

- Vendor Channel Partners
- Independant Software / Hardware Solution Consultants

 Our Means

- Skill set charts
- Development plans
- Instructor-led Classes
- Instructor-led Webinars
- Coaching
- Web based educational content
- Web based skill & knowledge assessments
- Workforce interview
- Creation of solution One Pagers
- Development of Competition Battlecards

Our strength lies in

- Value selling
- Marginal Sales
- Differentiate against vendors
- Developing sales battlecards
- Upsell cross-sell techniques
- Launch new products
- New product sales briefing
- Product Updates
- Program Updates
- Motivational schemes
- Soft skills
- Technical Trainings

Our customers

Some of our customers:

- SAP
- Oracle
- Cisco
- HP
- Microsoft
- Channel Partners

...and several local SME companies in CEE



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