

Company presentation

AUERBACH & PARTNER

A&P is a agency for automotive consulting and training – specialist in brand/ marketing/ sales/ product launch trainings



A&P is located in AUSTRIA working for customers all over the world (Europe, USA, Asia, Africa, South America)

A&P has more than 15 years experience with automotive premium brands like AUDI MB BMW Porsche

A&P is focused on concept development for global rollout – global concepts/ national-regional adaptation/ Train the trainers – roll out support

A&P is specialist to work as lead company – developing global concepts – finding to help regional agencies and support in rolling out excellent projects

A&P is used to work with manufacturer/ NSC's importers/ Retailers

AUERBACH & PARTNER – BUSINESS PROJECTS WITH BUDGET ABOVE 20T€

YEAR	CUSTOMER/BRAND	TITLE OF PROJECT	Country	TYPE OF PROJECT	OUR ROLE
2014	AUDI	Dealer performance coaching*	Hong Kong	Corporate finance	Development of concept Business consulting
2010-2014	VOLKSWAGEN AMAG (Swiss Importer)/ VW/ Skoda/VW CV/Audi	Retail sales excellence* **	Switzerland	Dealer consulting NC sales (in total more than 2.600 man days)	Consulting Coaching
2013-2014	VOLKSWAGEN AMAG (Swiss Importer)	AVP implementation*	Switzerland	Dealer management system	IT Consulting
2013-2014	VOLKSWAGEN AMAG (Swiss Importer)	MVR Coaching*	Switzerland	Sales Manager Coaching	Development of concept Management Coaching
2012-2014	AUDI AG/ Audi	Leading Change – General Manager Education* **	Worldwide	Retail General Manager Training	Development of global concept Master Training TtT Lead Agency National adaptation
2013-2014	AUDI AG/ Audi	Leading Change – General Manager Education	Australia	Retail General Manager Training	Master Training TtT of Consultants of Deloitte Australia National adaptation
2014	MERCEDES BENZ	CRM Performance*	Austria	Process Management (CRM process implementation and Training)	Development of concept Business Consulting Training
2012-2014	AUDI AG/ Audi	In Tune/ Brand Training* **	Worldwide	Brand training for Brand Ambassadors (Customer contact people)	Development of global concept Master Training TtT Lead Agency National adaptation
2010-2014	AUDI AG/ Audi Germany	Used Car Sales Advisor basic Training*	Germany	Basic Training for Sales Executives	Development of concept Training
2010-2014	AUDI AG/ Audi Germany	Used Car Sales Manager basic Training*	Germany	Basic Training for Sales Manager	Development of concept Management Training

*Budget more than 100T€/ ** Strategically important Project

AUERBACH & PARTNER – BUSINESS PROJECTS WITH BUDGET ABOVE 20T€

YEAR	CUSTOMER/BRAND	TITLE OF PROJECT	Country	TYPE OF PROJECT	OUR ROLE
2014	AUDI Germany/ Audi	Customer delight	Germany	Workshop moderation for internal Dealer Consultants	Development of concept Master Training TtT Workshop moderation
2013-2014	AUDI AG/ Audi	Management Training for first line Managers*	Asia/ Singapore/ Malaysia/ Sri Lanka/ Brunei/ Pakistan/ Indonesia	Management Training (Process Management/ Corporate Finance/ Brand Management/ Management Techniques)	Development of concept Management Training
2014	AUDI	Dealer performance coaching*	Taiwan	Corporate finance	Development of concept Business consulting Management Coaching
2013-2014	AUDI AG/ Audi	Fascination Audi - After Sales Qualification Programme*	Worldwide	Training for Service & Parts Manager (Communication skills/ Self and Time Management)	Development of global concept Master Training TtT Lead Agency National adaptation
2014	AUDI Germany/ Audi	New Car operational Management	Germany	Management Training for Sales Managers	Development of concept Master Training TtT Management Training
2014	AUDI AG/ Audi	24 h Mobility Managers* **	Worldwide	Qualification programme for 24h Mobility Managers	Development of global concept Master Training TtT Lead Agency National adaptation
2014	AUDI Germany/ Audi	Audi Brand Experience	Germany	Brand Training for customer contact people	Development of concept Training
2014	AUDI AG/ Audi	Humantality*	Worldwide	Brand Training/ Mental- and Attitude Training	Development of global concept Master Training TtT Lead Agency National adaptation

*Budget more than 100T€/ ** Strategically important Project

AUERBACH & PARTNER – BUSINESS PROJECTS WITH BUDGET ABOVE 20T€

YEAR	CUSTOMER/BRAND	TITLE OF PROJECT	Country	TYPE OF PROJECT	OUR ROLE
2014	AUDI AG/ Audi	Audi Inside Out*	Worldwide	Brand Training	Development of global concept Master Training TtT Lead Agency National adaptation
2014	AUDI AG/ Audi	Central launch Training Munich	Germany	Product Training Audi TT	Product and launch Training
2014	AUDI AG/ Audi	Training Conference Global	UK, Abu Dhabi, Miami	Moderation of Training Conference	Concept of conference Design Conference Moderation
2008-2014	AUDI AG/ Audi Germany	New Car Sales Advisor basic Qualification*	Germany	Basic Training for Sales Executives	Development of concept Master Training TtT Sales Training
2011-2013	AUDI AG/ Audi	Audi Exclusive Expert Training*	Worldwide	Brand and Sales Training for Audi Exclusive Experts	Development of global concept Master Training TtT Lead Agency National adaptation
2009-2014	AUDI AG/ Audi	Audi "MFC" Basic Qualification*	Germany	Basic Sales Training for internal Sales to AUDI AG employees	Development of concept Sales Training
2013	AUDI AG/ Audi	Leading Change – General Manager Education* **	Russia	Retail General Manager Training	National adaptation Management Training
2013	AUDI AG/ Audi	"The Service Story"/ Service Conference Global	Worldwide	Moderation of Service Conference	Concept of conference Design Conference Moderation
2014	AUDI AG/ Audi	The next Level	Worldwide	Brand Training	Development of global concept Master Training TtT Lead Agency National adaptation

*Budget more than 100T€/ ** Strategically important Project

AUERBACH & PARTNER – BUSINESS PROJECTS WITH BUDGET ABOVE 20T€

YEAR	CUSTOMER/BRAND	TITLE OF PROJECT	Country	TYPE OF PROJECT	OUR ROLE
2008-2013	AUDI AG/ Audi	Audi Premium Performance/Bridget the gap Sales/ After Sales*	Worldwide	Management Training for Sales and After Sales Managers to improve lateral cooperation	Development of global concept Master Training TtT Lead Agency National adaptation Management Training
2012	AUDI AG/ Audi	Audi Brand Cube	Germany/ AUDI AG internal	Brand Training	Development of Concept
2012	AUDI AG/ Audi	International Training Conference Munich	Worldwide	Moderation of Training Conference	Concept of conference Design Conference Moderation
2012	AUDI AG/ Audi	Career Path in Retail/ Product Specialist/ VIP Specialist/ Infotainment Specialist/ Audi Exclusive Expert *	Worldwide	Training for Sales Executives to improve horizontal Expert Career opportunities	Development of global concept Master Training TtT Lead Agency
2012	AUDI AG/ Audi	CSS real time reporting	Worldwide	Training for Concept implementation	Development of global concept Master Training TtT Lead Agency
2012	FELSS HOLDING	Implementation of KPI Leadership concept	Germany	Implementation of KPI driven Leadership concept	Management Workshops Business Consulting
2011	AUDI AG/ Audi	Central launch Training Munich	Germany	Product Training Audi A6	Development of Workshop concept Product and launch Training
2011-2013	SKODA	Skoda Service Consulting SSC Programme * **	Worldwide	Consulting Programme for Retail Consulting (Service Marketing/ Repeat Repair/ Service Capacity Planning/ CSS)	Development of global concept Master Training TtT Lead Agency National adaptation

*Budget more than 100T€/ ** Strategically important Project

AUERBACH & PARTNER – BUSINESS PROJECTS WITH BUDGET ABOVE 20T€

YEAR	CUSTOMER/BRAND	TITLE OF PROJECT	Country	TYPE OF PROJECT	OUR ROLE
2008-2013	AUDI AG/ Audi	Audi Q-Power international* **	Worldwide (Implementation as Lead Agency in Japan, Russia, Greece, France, Spain, Brazil, Argentina, Canada, USA, Australia, Italy, South Africa, Netherlands, Poland, Sweden, Mexico, Turkey, Portugal, Czech Republic)	Holistic Consulting Programme for Retailers	Development of global concept Master Training TtT Lead Agency National adaptation Management Training
2010	AUDI AG/ Audi	Central launch Training Munich	Germany	Product Training Audi A8	Development of Workshop concept Product and launch Training
2008-2010	AUDI AG/ Audi	Audi Top Service international* **	Worldwide	Concept to enhance Service excellence (Top Service Handbook, Top Service Management and Leadership Concept)	Development of global concept Master Training TtT Lead Agency National adaptation Management Training
2008-2012	LOSCH/ Audi Luxembourg/ VW Luxembourg	New Car Sales Advisor basic Qualification*	Luxembourg	Basic Training for Sales Executives.	Development of concept Conduction of total basic qualification and certification of sales executives.
2005-2010	PORSCHE AUSTRIA	New Car Sales Advisor basic Qualification*	Austria	Basic Training for Sales Executives.	Development of concept Conduction of total basic qualification and certification of sales executives.
2005-2010	PORSCHE AUSTRIA/ WELTAUTO/ VW/ Audi/ Seat	Used Car Sales Advisor basic Qualification*	Austria	Basic Training for Sales Executives.	Development of concept Conduction of total basic qualification and certification of sales executives.

*Budget more than 100T€/ ** Strategically important Project

AUERBACH & PARTNER – BUSINESS PROJECTS WITH BUDGET ABOVE 20T€

YEAR	CUSTOMER/BRAND	TITLE OF PROJECT	Country	TYPE OF PROJECT	OUR ROLE
2005-2010	PORSCHE AUSTRIA	New Car Sales Manager basic Qualification *	Austria	Basic Training for Sales Manager.	Development of concept Conduction of total basic qualification and certification of sales Managers.

*Budget more than 100T€/ ** Strategically important Project

AUERBACH & PARTNER – BUSINESS PROJECTS WITH BUDGET ABOVE 20T€

BIG PROJECTS BEFORE 2009

CUSTOMER/BRAND	TITLE OF PROJECT	Country	TYPE OF PROJECT	OUR ROLE
AUDI AG/ Audi	THE AUDI WAY	Worldwide	Brand Training/ Behavioural Training for Customer Contact Personnel	Development of global concept Master Training TtT Lead Agency National adaptation
AUDI AG/ Audi	AUDI IMPULSE	Worldwide	Brand Training/ Behavioural Training for Customer Contact Personnel	Development of global concept Master Training TtT Lead Agency National adaptation
AUDI AG/ Audi	AUDI SALES CORE PROCESS	Worldwide	Development of Audi's core sales process	Development of global concept
AUDI AG/ Audi	AUDI SALES ADVISOR BASIC CERTIFICATION	Worldwide	Development of Audi's basic Sales advisor Training and Certification	Development of global concept Master Training TtT Lead Agency
LIEBHERR	LIEBHERR SALES CORE PROCESS FOR MACHINERY	Worldwide	Development of Liebherr's core sales process	Development of global concept Master Training TtT
AUDI AG/ Audi	CENTRAL LAUNCH TRAINING	Germany	Product Training Audi A4/ A3/Q7/A2 and many other product launches	Development of Workshop concept Product and launch Trainings

*Budget more than 100T€/ ** Strategically important Project

