



FLOOR HEATING + SANITARY PIPES IN GERMANY (+ DACH)

 30.05.2019

 Sheraton Düsseldorf Airport

TARGET GROUP:

Managing Directors,
Marketing- + Sales Directors
of companies of the branches
(Floor Heating + Sanitary Pipes)
as well as their partner companies

REGISTER

PRICE: 890 €

EARLY BIRD Special: 2for1
2 for the price of 1
until April 12, 2019

*.. from Europe's leading provider of Market Intelligence
for the Floor Heating + Sanitary Pipes markets !*



Dr. Frederik Lehner, founder and Managing Director of the IC Group is an expert in the fields of market research, marketing, price management and internationalisation.



Mag. Ernst Rumpeltes, the graduated economic scientist is since 2010 as Head of Market Intelligence, responsible for price research and customer satisfaction. As author of the annual IC Building Forecast he is an expert of the construction sector.



Mag. Michael Cetinkan, MBA, the graduated economic sociologist is sales excellence expert. Since 2017 he directs the sales agendas at Interconnection Consulting as Head of Sales.

INVITATION

Our day-long Marketing Forum will provide a comprehensive overview of the German markets for Floor Heating + Sanitary Pipes with a comparative view to the developments of the entire DACH region. In the morning we will give an overview of the core results of our studies and will analyze market developments and potential, including forecasts up to 2021 based on our current studies. Furthermore we will analyse the market environment (building construction) and the most important market drivers.

The market lectures will include the market sizes and present the highlights of the developments in the singular segments. In the afternoon, you can expect to learn about selected tools for your marketing and sales agendas that will make you even more successful on the market! Our discussions following the lectures will give you the opportunity to ask questions and raise topics important to you!

MARKET DEVELOPMENT | MARKET DRIVERS | TRENDS *

Key results and Benchmarks of the German markets + the entire DACH region, as well as highlights of the developments in the singular segments*, in the categories:

Floor Heating + Sanitary Pipes

Segments*: Floor Heating System, Business Segment, Customer Segment, Surface Heating + Cooling, Radiator Connections, Installations, Pipe Materials

+ with data covering the total market + forecasts for the upcoming 3 years

+ with trends and success factors.

* The lectures are based on current studies, but they cannot and don't want to replace the studies!

MARKETING TOOLS

PARTNERMANAGEMENT

SALES MANAGEMENT

PRICING EXCELLENCE

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**FLOOR HEATING +
SANITARY PIPES in
Germany (+ DACH)**

WHEN: 30.05.2019

**WHERE: Sheraton Düsseldorf
Airport Hotel
Terminal Ring 4
40747 Düsseldorf**

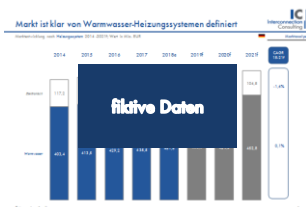
REGISTER

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TOPICS + CONTENTS

The Floor Heating market in Germany (+DACH)

The lecture analyses the most important developments on the market for Floor Heating Systems compared to the developments in the entire DACH region by Floor Heating Systems, business and customer segments. We present facts and figures on the current market sizes and the market developments for the total markets in various segments including forecasts up to 2021 on the basis of our current market studies.

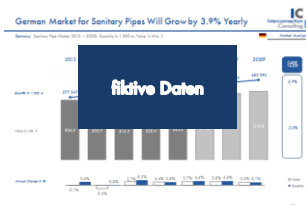


MARKET DEVELOPMENT FLOOR HEATING SYSTEMS

- The current market development in Germany + the entire DACH region up to 2021
- by Floor Heating System
- by Business Segment: New Building / Renovation
- by Customer Segment : Residential / Non-Residential
- The analysis consider the market concentration, market shifts + growth rates

The Sanitary Pipes market in Germany (+DACH)

The lecture analyses the most important developments on the market for Sanitary Pipes in Germany compared to the developments in the entire DACH region by Surface Heating and Cooling, Radiator Connections, Hot and Cold Water Installations and Pipe Materials. We present facts and figures on the current market sizes and the market developments for the total markets in various segments including forecasts up to 2021 on the basis of our current market studies.



MARKET DEVELOPMENT SANITARY PIPES

- The current market development in Germany + the entire DACH region up to 2021
- Surface Heating / + Cooling
- Radiator Connections / Hot + Cold Water Installations
- Plastic Pipe Materials + Metal Pipe Materials
- The analysis consider the market concentration, market shifts + growth rates

Market environment: Economic Trend, Construction Industry + current Market Trends

The lecture introduces the most important developments of the German Building Industry, in the segments Residential + Non-Residential, as well as New Building + Renovation with benchmarks referring to building permits, building completions and building types. Furthermore we analyse the economic prospects as market influencing indicators and take a look at current trends on the markets for Floor Heating Systems and Sanitary Pipes.



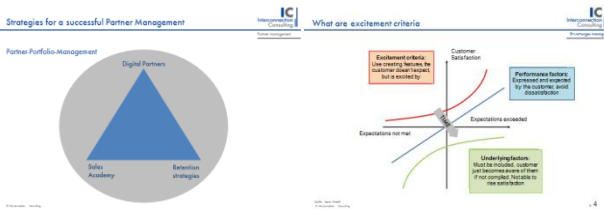
MARKET ENVIRONMENT

- Development of the Germany Building Construction compared to the developments of the DACH region up to 2021
- Residential + Non-Residential Construction
- New Building + Renovation
- by Segments: Building Types, Building Permits, Building Completions
- including Growth Rates + TRENDS

MARKETING TOOLS

Success Factor PARTNERMANAGEMENT: Successfully grow with your Sales Partners!

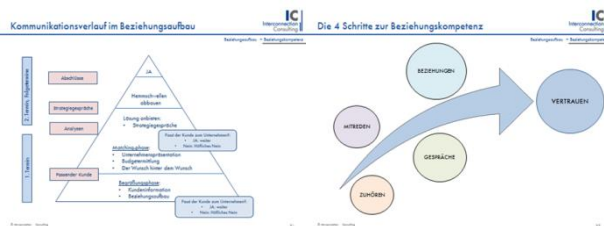
The lecture examines the most important parameters within the partnering for the Floor Heating + Sanitary Pipes markets and presents concepts to successfully grow with distribution partners. We look at who is involved in decision processes (brand, sales, marketing) and analyse the most important levels of partnering: Selection, digital partnerships and customer retention strategies.



- Processes, buying criteria , brand ambassadors
- Partner-Portfolio-Management:
- Digital Partners + Customer retention strategies
- Strategies + benefits of a Sales academy
- Customer loyalty through excitement criteria
- Lead Management + Online Lead Management

SALES MANAGEMENT: Relationship Building in Sales 2.0

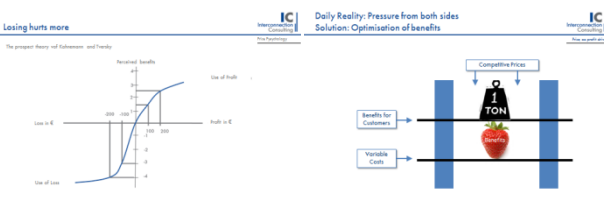
At the latest with the onset of the digital revolution the relationship between companies and customers is shaped by technical achievements (SEO, AI in Sales, Virtual Reality). The lectures points out the importance of personal sales in times of computer assistance, especially when the human relationship competence and the computer assistance appear complementary.



- What does the computer know that you don't know?
- What emotions move customers?
- The way from sales pitch to relationship building
- What do strong relations ensure?

PRICING EXCELLENCE: Profit Optimization through a targeted Pricing Policy

The lecture evaluates the force of prices on profit, markets and customer preference in consideration of branch-specific characteristics and current trends. We analyse aspects like price calculation and price increase and present tools to manage price settings and price fixing.



- The potential of slight price increases
- The destructive power of a price war
- Price elasticity compared to contribution margin
- The significance of prices from customer perspective
- New challenges for the pricing

PROGRAM

- 09.00 Introduction
- 09.15 Market environment: Economic Trend, Construction Industry + current Market Trends
- 10.30 Coffee Break
- 11.00 The Floor Heating market in Germany (+DACH)
- 12.00 The Sanitary Pipes market in Germany (+DACH)
- 12.30 Lunch Break
- 14.00 Success Factor PARTNERMANAGEMENT:
- 14.45 SALES MANAGEMENT: Relationship Building in Sales 2.0.
- 15.30 Coffee Break
- 16:00 PRICING EXCELLENCE: Profit Optimization through a targeted Pricing Policy
- 17:00 End of the Event

including a
3-course-menu,
catering +
elektronic
records

CUSTOMER VOICES + REFERENCES

The open discussion about numerous facets of sales has made it possible for me to once more look over the edge of „my own sales“. During the day new impressions occurred to me, that for sure will lead to new activities within „my own“ sales activities.

Joachim Rauch,
Sales Director MAICO

..Mold-Masters subscribes to the Interconnection Consulting Annual Hot Runner Report and refers to the report for various internal business initiatives.

Andreas Wind,
Project + Key Account Manager DCCS

