



FLOOR HEATING + SANITARY PIPES IN GERMANY

18.09.2019

Sheraton
Düsseldorf
Airport

From Europe's leading institute for Market Intelligence for Floor Heating + Sanitary Pipes!

OUR TARGET GROUP

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

REGISTRATION

PRICE: 890 €

EARLY BIRD Special: 2for1
2 for the price of 1
Until August 2, 2019

OUR SPEAKERS + THEIR TOPICS



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



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.



Customer relations have been at the center of Mag. Michael Cetinkan's professional activity for over 10 years. He is currently Sales Director of InterConnection and the Victory Sales Academy.

OUR CONTENT

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 DATA + 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

- Data on the total market + Highlights of the development in sub segments*:
- Floor Heating Systems | Business Segments | Surface Heating + Cooling | Pipe Materials | Installations a.o.
- Trends, Price developments + Success factors.

* The lectures are based on current studies but can not replace them!

OUR MARKETING TOOLS

- PARTNER MANAGEMENT
- SALES EXCELLENCE
- PRICING PERFORMANCE

ORGANISATION

Your Contact
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IC Marketing Forum:

FLOOR HEATING + SANITARY PIPES
in Germany (+ DACH)

WHEN: 18.09.2019

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

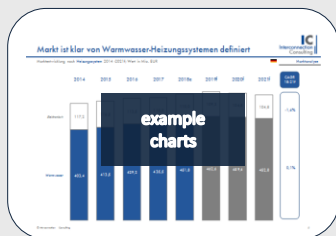
REGISTRATION

EARLY BIRD Special: August 2, 2019
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OUR LECTURES ON MARKET + MARKET ENVIRONMENT

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. 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.

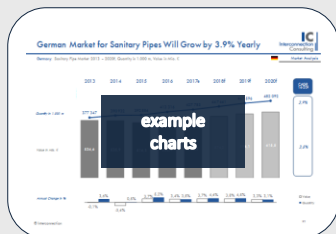


MARKET DEVELOPMENT FLOOR HEATING SYSTEMS

- The current market development in Germany + DACH up to 2021
- Floor Heating System
- Business Segment: New Building / Renovation
- Customer Segment : Residential / Non-Residential
- We 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. 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.



MARKET DEVELOPMENT SANITARY PIPES

- The current market development in Germany + DACH 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.



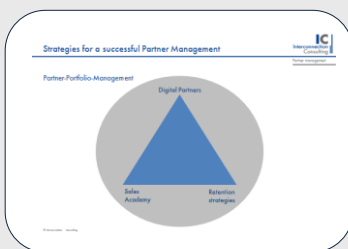
MARKET ENVIRONMENT

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

OUR MARKETING TOOLS

PARTNER MANAGEMENT: Successfully grow with your Sales Partners!

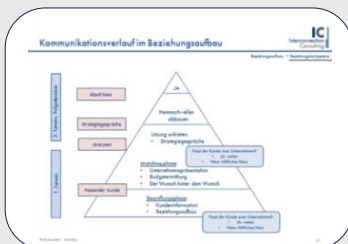
The lecture examines the most important parameters within the partnering for the Floor Heating + Sanitary Pipes markets and presents concepts to successfully grow with distribution partners. We look at who is involved in decision processes (brand, sales, marketing) and analyse the most important levels 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 Management in Sales 2.0

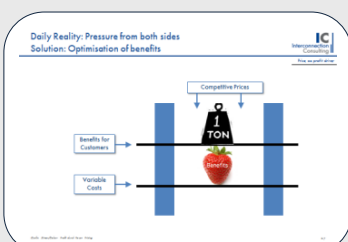
At the latest with the onset of the digital revolution, the relationship between companies and customers is increasingly characterized by technical achievements (SEO, AI in retail, virtual reality). The lecture shows the importance of personal sales in the age of computer assistance, especially when the relationship competence of humans occurs complementary to the assistance of the computer.



- What does the computer know what you do not know?
- What emotions do customers move?
- From sales pitch to relationship building
- What do strong relationships do?

PRICING PERFORMANCE: Profit optimization through a targeted pricing policy

The effect of prices on profit, markets and customer preference taking into account industry-specific features and current trends are the focus of this presentation. Aspects such as pricing and price increase are analyzed and tools for pricing and price management are presented.



- The potential of marginal price increases
- The destructive power of a price war
- Price elasticity compared to contribution margin
- The importance of the price from the customer's point of view
- New challenges for pricing

PROGRAM + SPEAKERS | CUSTOMER VOICES + REFERENCES

- 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 PARTNER MANAGEMENT
- 14.45 SALES EXCELLENCE
- 15.30 Coffee Break
- 16:00 PRICING PERFORMANCE
- 17:00 End of the Event

... including
a 3-course-menu,
catering and
electronic
records !

WHAT OUR CUSTOMERS SAY ...

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)

The contributions were a refresher and at the same time provided new knowledge and insights, as well as giving me the opportunity for self-reflection.

Andreas Wind (Project Manager + Key Accounts DCCS)

OUR PARTICIPANTS since 2017

Aliaxis Utilities & Industry GmbH
egeplast international GmbH
Fränkische Rohrwerke
Gebr. Kirchner GmbH & Co. KG
Polysan HandelsgesmbH + Co. KG
Simona AG
Steinzeug-Keramo GmbH
Tece GmbH

CUSTOMERS OF THE BRANCH

