

# Petra Blank

Project Partner



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## SPECIALIST AREAS

### Development

Managerial development // Systemic coaching // Anti-stress-management // Strength oriented leadership // Train the Trainer

### Transformation

Change process support // Change management // New IT systems // Organisation- and teambuilding

### Sales

Onboarding sales // Sales process // Questioning techniques // Negotiation styles // Telephone-training // Difficult customers // Field force

## INDUSTRY-SPECIFIC EXPERIENCE

Automotive & Commercial vehicles // Camper van companies // EDP support // Sanitary companies // Telecommunication // Business consultancy

## CROSS-CULTURAL EXPERIENCE

Europe: Croatia, Slovenia, Romania, Switzerland, Austria

## WORKING LANGUAGES

German // English

## QUALIFICATIONS

Study „Business Administration“ AKAD Academy

Certificate Sales- and Brand Manager, BMW Group

Certificate Trainer international, BMW Group

Certificate Online / Digital Trainer, BMW Group

Certificate Strength Coach (Gallup (SYNK Group)

Certificate Resilience Trainer & Stressmanagement

Experience-Oriented -Learning Trainer (Metalog)

Systemic Coach / NLP Practitioner

„We are not a product of circumstances but of our decisions“

Petra Blank is an expert for integration of business context into strength-oriented and experience-oriented learning.

Her long term experience as a sales representative and sales manager for a global player in automotive builds the bases for her fundamental knowledge and live practice. She is now managing partner, trainer, consultant and coach.

Her heart beats most for all topics around sales-, personal- and executive development.

Being a mother of 2 kids she also knows a lot about the balancing act between private life & working as a manager. Therefore, she is a professional in handling with stress and finite resources.

## EXAMPLES OF PROJECTS

### Development

Personal development and increasing revenue.

My task was to increase revenue of each subsidiary of several dealerships within one year. I had to schedule individual goals in agreement with the management board and compare them with each other by monitoring the monthly results. The requirements were completely different. Each company had its own challenges and a very different performance level.

I had to train everyone working at the sales area. Therefore, I had e.g. to develop their sales knowledge, customer database, customer communication skills, active selling, acquisition, product argumentation, customer relationship building and needs analysis. Beyond that it was about the managerial style, to unlock potential, sales KPI's, feedback culture and strength-oriented selection of personnel. 6 months after the projects end there was a review and resharpener.

All quality and quantity targets were achieved by looking at their individual strength and weakness and consequent developing the appropriate areas.

### Sales

Onboarding sales representatives and sales managers.

I'm working consistently for a large German automotive manufacturer to incorporate new sales staff. We always have 2 individual coaching days to make sure, that the onboarding bases on the personal knowledge of the employee. It is also important that there is enough space for privacy for the coachee.

First of all, I have to make clear what are the expectations of the dealer principal and where is the individual goal.

The coaching in general is about the brand behaviour, the sales process, needs analysis, negotiation styles, product presentation, the handling of various IT Systems, managerial leading styles, time- and self-management, role clarity.

Sometimes also personal profiling and looking at the value system is useful.

At the end of the two days, I usually give feedback to the dealer principal with my personal advice relating to the personality and the recommended further qualification.