



Aichhorn
die AICHHORN®

**The expert at acquiring
new female customers!**

Her EXPERTISE

“I am an expert at acquiring new customers, because I am convinced that now, and above all in the future, women are the strongest target group in the world.”

“80% of purchasing decisions are taken by women.”

Ulrike Aichhorn makes good use of the results of international surveys.

She develops new marketing strategies to attract the **most promising target group** at this time: **WOMEN**

She is herself a “self-confident customer” and is very aware of the **do’s and don’ts** when talking with customers. **She points things out and shakes things up!**

In addition, questionnaires carried out in Germany, Austria and Switzerland clearly pinpoint

- how this target group wants to be treated,
- what the group considers important and what doesn’t work at all.

This is something her clients benefit from.

She is particularly active as a speaker and consultant in the areas of **business finance** and the **automobile industry**, with her **“this is how you can quintuple your clientèle”** program.

[In the video: www.die-aichhorn.com](http://www.die-aichhorn.com)



Quintuple your clientèle...

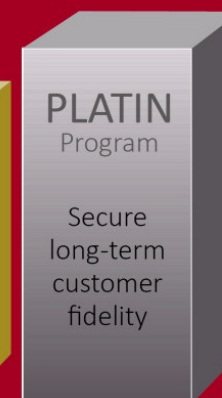
... and choose your strategic program to do so:

For your Marketing &
Distribution Team!



This is how to work professionally
for the world's strongest target group!

For your female customers and
those you still want to acquire!



This is how to make your
customers your fans!

Unique on the market – exclusive – to-the-point – passionate and highly professional!

Details of the program PRESENTATIONS

For EVENTS with:
CEOs | DISTRIBUTION | MARKETING

Business Speech

“This is how you acquire female customers – the strongest target group in the world!”

- Over 80% of purchase volume is decided by women
- Women and their requirements – quite a challenge
- Things to avoid when talking to customers
- Profitable Golden Nuggets
- Take charge of leading the conversation
- ... and your customers will be your best multiplier

For EVENTS with:
CUSTOMERS | WORK COLLEAGUES

Motivational Speech

“The self-confident woman!

I pick the stars from the heavens myself!”

- The effective building blocks for personal success
- Let's see your strengths
- Courage to take a chance
- Unforgettable tips for reaching your goal
- The female “classic”
- Our brain's fascinating answers
- ... and the best magic stone of all!

Proven sustainability: marketing & sales training, 9 month program to acquire and keep customers, loyalty program: module on demand

This is what **clients and listeners** have to say



"I'm fascinated every time I hear Ulrike Aichhorn give a presentation. Exceptional, exciting and inspiring all at once!" **Astrid Valek, MAS, Marketing & PR Raiffeisenbank Region Schwechat (A)**



"Ulrike Aichhorn knows exactly how to inspire and encourage her listeners to find their own strengths. It was an unforgettable evening."

"The resonance at the customer event was extremely positive! Women are different – our Savings Bank as well. That fits together well." **Knut Winkelmann, Vorsitzender des Vorstandes, Katrin Krull, Sparkassenfachfrau, Bereich Privatkunden, Sparkasse Blomberg/Lippe (D)**



"Fascinating to see how quickly you captivated the audience. Straight ahead, honest and courageous – you talk about the things that many women think about. Our customers still spoke about our event weeks and even months later. It shows us what a stroke of good luck it was to have you on stage!"

Maria Berndlmaier, Marketingleitung, Raiffeisenbank Trostberg-Traunreut eG (D)



"Using witty words and with effective examples, Ulrike Aichhorn managed to draw attention to one of the main problems for women planning a career, namely feminine self-confidence. A stimulating evening with a good atmosphere – offering plenty to consider!" **Mag. Susanne Althaler, Vorstand Schoellerbank AG, Wien/Innsbruck (A)**



"To be aware of oneself is a challenge that moves everyone to act. Her presentation was of great benefit for the success of our congress."

Diana Radam, Radam BioCosmetic, Berlin (D)



"Whatever the role in which I encounter Ulrike Aichhorn, she always comes across as convincing, and people are encouraged to follow the example she sets of a successful woman in enterprise."

Brigitte Fila, MBA, IBM Global Business Services Public Sector Leader, Wien (A)



Her PROFILE: Ulrike Aichhorn CSP

Studies | Education

Studies in Business Training (MAS - Master of Advanced Studies)

Studies in Organizational Development (MTD - Master in Training and Development)

Studies in Professional Speaking GSA (SHB)

Academic Business Trainer

Certified Quality Manager and Quality Auditor

Process Manager and Lead Auditor for Management Systems

Professional career

12 years of enterprise management experience

Free-lance business consultant and trainer since 1997

Professorships for Quality Manager and Quality Auditor

Teacher at the Steinbeis Hochschule Berlin | STI Professional Speaking

Distinguished performances



First Austrian woman to receive the highest international speaker certificate, the **CSP** Certified Speaking Professional®



CONTACT

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