
CV MARTINA BECKMANN

Keynote Speaker & Sales Expert

+49 160 633 8919

info@martina-beckmann.de

www.martina-beckmann.de

Winkelgasse 7
D-49205 Hasbergen
Germany



Profile

Born in: 1963

Academic Studies: Business Administration

Title: Diplom-Kaufmann (MBA Equivalent)

Education as a trainer, business coach & keynote speaker

Experience: More than 25 years in sales and team management in various industries, active in training & coaching since 2013

Personal Development

2014-today

Freelancing Trainer, Business Coach and Keynote Speaker for sales teams and management training in various industries.

2013-2014

Sales Trainer & Sales Coach in the IBM Global Sales School for new and experienced sellers. Trainings all over Europe in German and English language covering the whole sales process.

2008-2013

IBM Client Team Manager for large Banking Customers, later also for SMB customers. Valuable knowledge in team management and communication with top level management.

1998-2008

Sales Representative for large Enterprise Customers in the Banking Industry, later also for customers in small and medium businesses. Skills: taking a holistic view on customers, account planning and how to deal with buying centers.

1986-1998

IBM Corporation, sales & marketing department, trainee program, **System Engineer for Banking Systems**, then a classical sales career as **Sales Representative** with customers in the cooperative banks- and savings banks industry. This comprised the customer care and sales of hardware and software

for banks. Skills: long-term customer relationships and negotiations according to the WIN-WIN principles.

Degrees

- Keynote Speaker Education, 2018
- Trainer Education, 2014
- Education as Personal- and Business Coach 2013-2016, Degree „System- & Teamcoach“
- Client Executive Education at INSEAD Business School , 2008
- Client Manager Education London Business School, 2000
- Fachhochschule Osnabrück 1986, Diplomkaufmann (MBA Equivalent)

Focus in Coaching & Training:

- Salestraining for B2B customers (account planning, conversation planning, communication, presentation, negotiation, post-sales, etc.)
- Communication- and conversation training for sales representatives
- Training of strategical and systematical sales methods
- Moderation of strategy- and account planning workshops
- Management training (strategical leadership skills, communication training)
- Consulting & coaching for sales teams and sales management
- Sales focussed keynotes

References

IBM Deutschland GmbH, Leverage People GmbH

Languages

German native

English business fluent

Spanish good

French basic knowledge