

THE STRUCTOGRAM® Training System

## Partner-Support at its best – the Microsoft Business Sales Circle (MSBSC)

*Daniela Jannink (translated by Wenke Langhof)*



Lifelong learning is an absolute necessity, especially in the dynamic and know-how-intensive IT industry. Therefore, Microsoft has been supporting selected partners of its approximately 36,000 partner companies for several years with a comprehensive training proposition that enjoys recognition way beyond this industry sector.



„I feel a lot more confident when speaking to customers and I'm able to tune into them straight away. Since I took part in the Structogram-Training, I can usually 'categorize' the person I'm speaking to on the phone already with regards to their bio-structure and relate to them accordingly. This is immensely important, as business is a ways done from person to person. It was great! After only two days of training, it was already really easy to apply and use the system. It really works, at work as well as at home!“

**Tanja Brüning, Account Executive,  
ADLON DV Systems GmbH, Ulm, Germany**

By combining IT expertise, consulting and sales methods with methods from personal development, it has managed to create unique development programs.

In this context, the STRUCTOGRAM® Training-System plays an important role.

**MSBSC – only the best are part of it**

„This Microsoft training proposition, which finishes with an exam, is unique in our industry and is aimed primarily at sales-oriented employees. The industry is very dynamic and fast-paced; a lot is expected. As a result, there is a high demand for our offer,“ says Daniela Reher, Manager Microsoft Partner Network (MPN) & Readiness, who has been working in marketing for Microsoft for 16 years.

Strictly defined selection criteria are specified for those who wish to participate in the Microsoft Business Sales Circle (MSBSC): at least three years of sales experience at a decision-making level, at least one year experience in selling complex solutions as well as a demonstrable



“Structogram training is interesting and informative for everyone, as it makes it easy to recognize behavior patterns. Particularly for those who work in sales and project management it is a useful tool for better understanding customers. Even for the management of employees it is advantageous. The trainings help in any case to reflect on oneself and one's surroundings, to question and think about certain behavioral patterns and to identify prejudices.“

**Adrian Moro, Prokurist, ARLT Computer  
Produkte GmbH, Magstadt, Germany**

focus on the Microsoft Business. It goes without saying that an above-average sales success is required, in addition to the willingness to invest approximately twelve working days a year for training programs.

The remarkable thing is the interlinking of “hard issues” such as sales and management with “soft issues” such as communication and personal impact.

The training unit "Insight into human nature in sales" plays a key role within the Structogram-Trainings-System and is one of the compulsory topics for each participant.



Since taking part in the Structogram training, I'm a lot better at understanding people who are different from me and I find it easy to treat them in a way that makes them feel understood. I now know why someone is the way he is and can respond much better. Something really 'clicked', which helps me a lot when dealing with customers and also in my private life."

**Maria Hartl, Specialist Competence Center, CANCOM GmbH, Germany**

Around 200 people are actively involved at any time in the various stages of the MSBSC. Outstanding training offers, collaborative learning with dedicated colleagues and intensive networking are the main features of this programme.

### **STRUCTOGRAM® Trainings-System as a key element**

„Straight at the beginning of the MSBSC, we decided in favour of the Structogram-Trainings-System," Daniele Reher confirms, who took over the leadership of the MSBSC concept one and a half years ago. The programme has been around for 30 years and has been tried and tested, which convinced the MSBSC developers. Ralf China, a Structogram-Coach explains why: "The bio-structural analysis is based on brain research and recent findings in molecular biology and behavioural genetics strongly confirm the concept. Thus, a scientific "framework" exists for better understanding human idiosyncrasies - a framework that is intuitive, easy to understand and

immediately applicable."

### **The STRUCTOGRAM®**

It is scientifically proven, that essential character traits of a person depend on the individual way a person's brain works. These findings are implemented in the bio-structural analysis with the Structogram; and the Structogram-Training-System for Leadership and Sales puts these to practical use.

### **Committed to success – FIT, the Microsoft initiative for the future**

In addition to the successful MSBSC programme, which has been running for years, Microsoft has been supporting its partners with its "FIT (Finding IT Expertise) – initiative" since April 2012. This initiative helps companies to recruit and train new employees.

Here again the principle mentioned earlier applies: the individual strengths of future professionals can be advanced at an optimum level by developing technically challenging topics together with "soft skills". This will set them up for a successful start in the IT world.



„I got to know the Structogram-Training as one of the first participants of the MSBSC. I can't even say anymore, if I consciously use it of if it has just become an integral part of me over the years. Since then, it has been a lot easier to understand employees, colleagues and even people I encounter in my private life. Being aware of the correlations effecting behaviour and behavioural patterns really helps me to adjust quickly to the person I'm dealing with."

**Matthias Flegel, Director, mse Halle GmbH, Halle/Saale**

