



**KA  
PO**  
*Katja Porsch*



**How You get what You want**



**“IT’S NOT ABOUT KNOWING HOW IT IS DONE, IT IS ABOUT ACTUALLY DOING IT“**

*»It was one of the best presentations on the topic of sales. Practically relevant and very lively presented.«*

Günter Apeltauer, General authorization Volksbank Neckertal

*»Plenty of applause and confidence for future business deals. A highly professional, concise and exciting presentation. «*

Jan Sedelies, Editor editorial marketing, Hannover General newspaper

### **Everyone can be successful - unless you stand in your own way**

More turnovers, more luck, more “whatever” or better more stress, more problems, more fears und worries?  
Katja Porsch believes: Everyone can be successful – Unless you stand in your own way.

### **A seminar or presentation from Katja Porsch means**

#### **That’s what you take along:**

- + Turnover and success
- + Motivation and exaltation
- + More self-confidence and persuasive power

#### **what you leave behind:**

- Hindrances, difficulties and problems
- Excuses and bad circumstances
- Self-doubt and success left to chance

**Katja Porsch does not only mean imparting of knowledge. Katja Porsch stands for:**

**Knowledge + Ability + Willingness**

## **YOUR BENEFITS**

- » Your event becomes impressive and memorable
- » You will convey knowledge that is permanently anchored to necessary emotions
- » You have enthusiastic and motivated participants
- » You will get a metaphor, through which you can convey almost every message
- » You receive a professional, experienced speaker, who has everything under control. The all-included worry-free package
- » And most of all, 100% credibility, experience and power

**“I AM THE BEST EXAMPLE THAT IT WORKS - EVEN WITHOUT TALENT AND CONDITIONS“**



**TRAILER**

# SALES EXPERT, MOTIVATIONAL SPEAKER, AUTHOR



She was one of the strongest real estate sellers in Germany. Starting with cold calling from the Berlin phonebook, she knows how to prevail in a tough competitive market and reach to the top. But she also knows, how quickly one can fall back down. She was bankrupt twice. But she did not break and fought her way back up. Today she is a successful entrepreneur, is one among the leading sales experts and is the author of several books and professional articles.



## HER EXPERIENCE

- » 50,000 Acquisition talks
- » 7,000 Sales calls
- » Closing rate 1:2
- » 25,000 times NO
- » One of the strongest cold call seller
- » Successful entrepreneur
- » Survived 2 bankruptcies
- » 3 Books
- » 900 seminars and presentations
- » In front of more than 30,000 listeners

## YOUR BENEFIT

Find out, how you can actually achieve everything that you wanted. For which you were lacking the mood- the plan- or the know-how. Forget about waiting and bad circumstances and create your own conditions. Find out how it works in Katja Porsch's seminars and presentations.

No bluffing. No blabla which enters through one- and leaves the other ear, instead, life experiences which are delivered in such a way that they really can make a difference. No shallow talks, but a clear plan with motivation, impulse and real life acquired knowledge. That is Katja Porsch's promise to you. Katja Porsch knows from her own experience:

***Success can be learned. Failure as well.***

## HER EXPERTISE

- » Professional Speaker GSA (SHB)
- » Insight MDI® adviser
- » 9 Levels Trainer
- » MSA Coach
- » Lecturer Steinbeis Hochschule Berlin
- » Lecturer Zurich International School
- » Lecturer of Print plus Academy
- » Lecturer of East Germany's Sparkassenacademy
- » In B2B- and B2C- area at home

# HER KEYNOTES

## WHO RUNS AWAY, IS EATEN

Make mistakes? Fall down? Fail? Not at all!

The fear of making mistakes is taught to us since childhood. We want to be perfect, nothing should ever go wrong. And that is how we get thrown from the race, because:

- » We don't realize the chances – out of sheer fear that they may not work
- » We give up too early- eventually we do not want to make any mistakes anymore
- » We take many learning opportunities and keep running after our potentials - we can only Learn from our mistakes

**Who gets scared is eaten. So be ready to fall and learn:**

- » How to change problems and challenges into opportunities and solutions
- » How to avoid getting thrown off the rails by failures and setbacks and fight back every time
- » How you, despite of adverse circumstances, competitive pressure and price fight, get the orders and customers you want to have
- » How you can get the deals and clients you want, despite of competitive pressure and price fight

## SHARK OR HERRING

Have you ever asked yourself, why there are some people and companies that are more successful than you? That luck seems to just fly their way? And did you ever wish not to be subjected to the pressure of competition and price, and not to run after success, any assignments and customers? So here is a good news: Success is not a question of favourable conditions, market conditions and price.

**Learn:**

- » How you can get the customers and assignments of your choice, independent of any market and conditions. It is neither the price nor the product that decides, but the right bait.
- » How you can ban problems and obstacles from your daily life and convert them into chances and solutions immediately in three simple steps.
- » How you can step out of victimhood and become a shark, rather than a herring who lives in constant fear of being eaten, who can control situations and pulls to the top.

**Shark or herring?! You decide**

## I WILL GET YOU!

**– HOW YOU TO GET THE CUSTOMERS YOU WANT.**

Acquisition is not only awesome, but also a foundation for growth. By many network marketers and sellers people, acquisition is equated to a walk to the slaughterhouse. You know you have to do it, but you don't do it. Or very unwillingly. Although acquisition is easy and can also be damn fun if we are able to overcome our inner skunk and always have the right words on our lips.

**Learn:**

- » How to activate your hunting instinct, to get the customers you want
- » How to evoke interest in 30 seconds - whether on the streets or on the phone
- » How to achieve your acquisition goal with pleasure and success

**Get the clients you want and don't wait for your rivals to snatch them away in front of your nose.**

## CLOSING: DEALS ARE WON AT THE END

**- NOT ONLY ADVISING ,BUT CLOSING THE DEAL**

How much fun is it, to run in a race and to fail with the goal in sight? How much fun is it to advice a client who does eventually not buy? It is a waste of energy and the frustration is hard wired.

**Learn:**

- » How to not only advice, but also close with the right focus
- » How to find the right bait for your business and your product, and to be unique and unreplaceable
- » Why it's useless to wait for the right time, und how you courageously put the impulse to the result

**So attack. Seal the Deal!**

## CONTACT

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👤 /profile/Katja\_Porsch



# HER PUBLICATIONS

## When life kicks you in the butt, kick back

Published by Goldegg Verlag



### CONTENT:

Life is not fair on you? Everyone else is doing better? You cannot change anything about it? Don't let yourself be beaten down! You have the chance to make everything out of your life that you want. Katja Porsch knows what she is talking about in this book. After reaching the peak of her profession, suddenly she had to face the rubble of her career with 2 bankruptcies. But she did not give up and transformed her failure into success. You can do it as well! The author will show you how: With right impulses, possibilities, and changing your negative mental screening, tricks on self-motivation and inventing from scratch! Life kicks you in the butt! Fine! Kick back and get what you want!

» 250 pages | ISBN 978-3903090811 | € 19,95 (D)

## 30 Minutes Closing the Deal

Published by Gabal-Verlag



### CONTENT:

Success in Marketing and Sales means: Don't just begin, but go to the finish. Pure closing techniques are therefore not enough to be successful. It needs more consistency, the willingness to fall and the courage to stand up again. This guide provides directly applicable strategies and tools and shows how each sale can be successfully completed.

» 96 pages | ISBN 978-3-86936-604-3 | € 8,90 (D) | € 9,20 (A)

## SALES PROFILING

Published by Gabal-Verlag



### INHALT:

Sales Profiler Katja Porsch will teach you how to put the right bait into the pool every time.

With the profiling methods, you will sell differently compared to others and have a clear competitive advantage.

This book will provide you with tools which will come handy in practice as well as applicable in b2b and b2c area.

» 180 pages | ISBN 978-3869366371 | € 19,90

# CUSTOMER TESTIMONIALS

„Probably the most honest motivation trainer in Germany“

» Radio eins

„A very interesting and instructive training- The lecture was competent, easy to follow and interesting. I have rarely heard such a good presentation.“

» Kathrin Senn – Bodensee Media center

„Thank you very much for such an inspiring presentation on our national team event. With a smart introduction, you have quickly established a connection with our participants and excited and motivated our entire team. The practical examples are a great foundation for our workshops. The inspiring presentations, the way you conveyed the contents, and how you kept the suspense graph high throughout the presentation has really impressed us. Thank you very much for that.“

» Kerstin Gilbert – Director International Sales, Robinson Club

„The otherwise dry topic was refreshingly and motivational implemented and very entertainingly presented- a great experience!“

» Sven Neugebauer – StieberDruck GmbH

„Concise, Refreshing, not cluttered, very entertaining, immediately implementable.“

» Bernd Maus – The retirement planner

„Katja Porsch has motivated, to deal with the “to-do”, the conclusion and the “Why”= Recommendable“

» Detlef Mollath, Jurist

„Invites to “work on it”. Motivational, inspirational. Thank you!“

» Hans Joachim Leptig, LeptigFinance

„Comprehensive, informative, suitable for the target group. I liked the way she exemplified, you just have to do it. This was also received well.“

» Johann Wiesböck, Editor in chief Electronic Practice

„Refreshing, stimulating smiles and enlightening. She took the people along with her presentation style. It was excellent. I am very impressed.“

» Ralf Brüning, Product manager Zuken GmbH, EMC Technology Center

„Engaging, impressive very compelling, what I liked the most was the way she has taken up the topic. She did it in a very clever way.“

» Dr. Stephan Weyhe, Managing Director of FED e.V.

„Emotional, logically conclusive and practically relevant. A highly appealing and authentic session.“

» Hubertus Schmidt, associate and GF Financeportal24 GmbH

„Exciting and helpful.“

» Clemens Kreyenberg, GF Kreyenberg GmbH

„She has aroused emotions.“

» Dr. Ulrike Schröder, GF/GS TMI Service GmbH

## REFERENZEN

ADG  
Amberger Werkzeugbau  
AOK systems  
Atoss Software AG  
ATV GmbH  
AvanCarte  
Bärenreuther+Deuerlein  
Bekarei  
bodensee medienzentrum  
Borger & Nodes  
Brigabe  
BVD Bundesverband  
COG  
Convention Bureau Karlsruhe & Region  
Deutsches Institut für Finanzberatung  
Deutsches Maklerforum  
DICAP  
DKM  
DVKS  
Dwenger Group  
FED  
Finanzberatung München  
Gernep  
Gruppe Finanzhaus  
German Speakers Association  
Haneder Spedition  
Hannoversche Allgemeine Zeitung  
Hein & Oetting  
Henry Schein  
hurra.com  
hsmi  
IHK Dresden  
Impreglon  
intergerma  
KABA  
KMU Swiss AG  
Kreyenberg  
KVK – Kölner Messe  
Loll Feinmechanik  
Lübecker Nachrichten  
Makler Netzwerk  
Marketing Club Hamburg  
Marketingclub Ortenau / Offenburg  
Ma Konzept  
Mittelbrandenburgische Sparkasse  
MCR Consulting  
MMSC Makler Mehrwert System Club  
MPI  
Müllerverlag  
Ostdeutscher Sparkassenverband  
Pohl Spedition  
Point S  
Printplus  
PTS Prüftechnik  
REMA Tip Top  
Robinson Club  
Sachwert Partner  
Scheck Lagerhaus & Transporte  
Schramme  
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Sparkasse Chemnitz  
Sparkasse Märkisch-Oderland  
Sparkasse Radevormwald-Hückeswagen  
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Talanx System AG  
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Wir sind Umsatz  
zurich international business-school

# KNOWN EXPERT IN THE MEDIA



Politik Finanzen Wissen Gesundheit Kultur Panorama Sport Digital

FOCUS-Online-Gastautorin Katja Porsch

Freitag, 27.01.2017, 10:06

**Wer ins Dschungelcamp geht, ist ganz unten angekommen - so zumindest lautest die allgemeine Meinung. Aber haben Sie sich mal gefragt, warum Sie so gerne einschalten, um andere scheitern zu sehen? Gastautorin Katja Porsch erklärt, was das TV-Format mit unserem eigenen Leben zu tun hat.**

Losers, Schwächling, Versager ... Wer hört das schon gerne? Und wer gesteht sich selbst schon gerne ein, dass er versagt hat? Schon in der Schule bekommen wir beigebracht: Wer Fehler macht, wird bestraft, und



Wirtschafts Woche

UNTERNEHMEN FINANZEN POLITIK ERFOLG TECHNOLOGIE

Unter neul geht es nicht

Ein Beispiel: Stellen Sie sich vor, es war schon immer Ihr Traum, auszuwandern. Wegen des geräuterten Häuschens der Oma haben Sie es aber nie gemacht. Plötzlich bröckelt das Häuschen ab. Sie können jetzt realisieren, weil Sie vor dem Nichts stehen, weil das Schicksal ungenügend ist. Oder Sie machen Ihren Traum wahr und wandern aus. Dafür braucht es allerdings Mut. Mut, die eigene Komfortzone zu verlassen und Mut, die Konsequenzen für das eigene Handeln zu tragen. Paradox? Fazit aus Ihren insgesamt zwei Schicksalen: Ich habe gelernt, dass wir zu jeder Zeit aus dem Hamsterrad aussteigen können, völlig egal, wie lange wir schon drin sind. Und ich habe gelernt, dass wir unserem Leben zu jeder Zeit eine neue Richtung geben können, denn es ist nie zu spät!

Über das Buch: Katja Porsch führt die Leser in den Himmel und, ja, zurück. Was sie bringt, was sie will? ISBN 9783708920078 im Dezember 2016 im Gebirg Verlag erschienen. Das Buch hat 250 Seiten und kostet 19,90 Euro.



Mindener Tageblatt

LOKALES SPORT WELTNEWS ARCHIV

**Mitreißender Vortrag beim Neujahrsempfang der Diakonischen Werkstätten**

Claudia Hymn am 01.03.2017



**SCHIEDERN ALS CHANCE**

Teufelischer Moment...

Als ich mich für den Job beworben habe, war ich mir nicht sicher, ob ich den Job überhaupt bekommen würde. Ich habe mich aber für den Job beworben, weil ich dachte, ich sollte es versuchen. Ich habe mich für den Job beworben, weil ich dachte, ich sollte es versuchen. Ich habe mich für den Job beworben, weil ich dachte, ich sollte es versuchen.