

AWAKEN the DOER inside

you!

We can't change
circumstances, but we can
change what we do with
them.

KATJA PORSCH
SPEAKER FOR MINDSET CHANGE,
MARKETING, MOTIVATION AND SUCCESS



Katja Porsch

KATJA PORSCH – *Anybody can do business as usual!*

SHE KNOWS HOW TO MAKE IT TO THE TOP OF
HIGHLY COMPETITIVE MARKETS

- >> 50,000 cold calls using the phone book
- >> 25,000 “no thank you”s survived
- >> 7,000 pitches
- >> one of Germany’s leading sellers
- >> closing rates of 1:2 in investment real estate sales

SHE KNOWS HOW IT FEELS TO
LOSE EVERYTHING

- >> commissions were not paid
- >> bad decisions led to two failed businesses

AND SHE KNOWS HOW
TO CLIMB BACK OUT OF
EVERY HOLE.

- >> one of the most successful motivational speakers
- >> co-founder and CEO of the PSA Academy
- >> co-founder of the first startup academy in cooperation with the state of Kärnten, Austria
- >> highly sought-after sales expert and business mentor
- >> author of five books
- >> 900 seminars and talks given to over 30,000 participants
- >> offices in Berlin and Los Angeles

HER ⁴ MOST IMPORTANT PRINCIPLES

- >> Failure is seldom the result of a lack of knowledge. Most of the time, it’s the result of failing to “do”.
- >> Success is never a question of favorable circumstances, talent or luck. Success is a question of taking the right action.
- >> LONG GONE IS THE CONCEPT OF CHANGE AS A PROCESS THAT YOU CAN REACT TO WITH ONE STEP – CHANGE IS A STATE OF BEING!
- >> The USP is dead. Products and services are becoming more and more interchangeable. Innovations, ever more transient. Product benefit is dissolving. Staying successful on the market means we need something different: The UPP.

Kauter?"



The FUTURE belongs to the DOERS

KATJA PORSCH –

„PROBABLY GERMANY'S MOST HONEST
MOTIVATIONAL COACH.”

Radio eins

Times have changed – we know this!

The market works differently now than it did 10 years ago – we know this too!

Products are becoming ever more interchangeable and easier to compare – we know that as well.

But: If we know all this, then why are we still taking the same action we did 10 years ago?

KATJA PORSCH

- takes hold of people where change happens: their emotions
- doesn't instruct or lecture. She motivates, stimulates thought, and gets people moving
- knows that if the horse is dead, you get off. She doesn't repeat platitudes or rely on what worked in the past, but conveys what works today.
- takes away fear of change, and moves people from problem mode to solution mode so they can seize their opportunities
- firmly believes: Only those who approach things courageously will reach them. Because:

Whoever runs away gets eaten!

CERTIFICATIONS & MORE

- 9 Levels trainer
- MSA trainer
- Associate lecturer at the GSA Academy
- Lecturer at the East German Sparkasse Academy
- At home in both B2B and B2C
- Professional speaker GSA (SHB)
- Insight MDI® consultant

STRAIGHT TALK & POWER

You have a clear message to get across?
You want to get something done, to make some changes?
You're tired of the same old yadda-yadda? Looking for a fresh breeze?
If you also demand straight talk, authenticity and power, then we should get to know each other!

THE TALKS:

TALK 1: FUTURE 4.0

WHOEVER RUNS AWAY GETS EATEN

How we can courageously approach challenges and seize opportunities

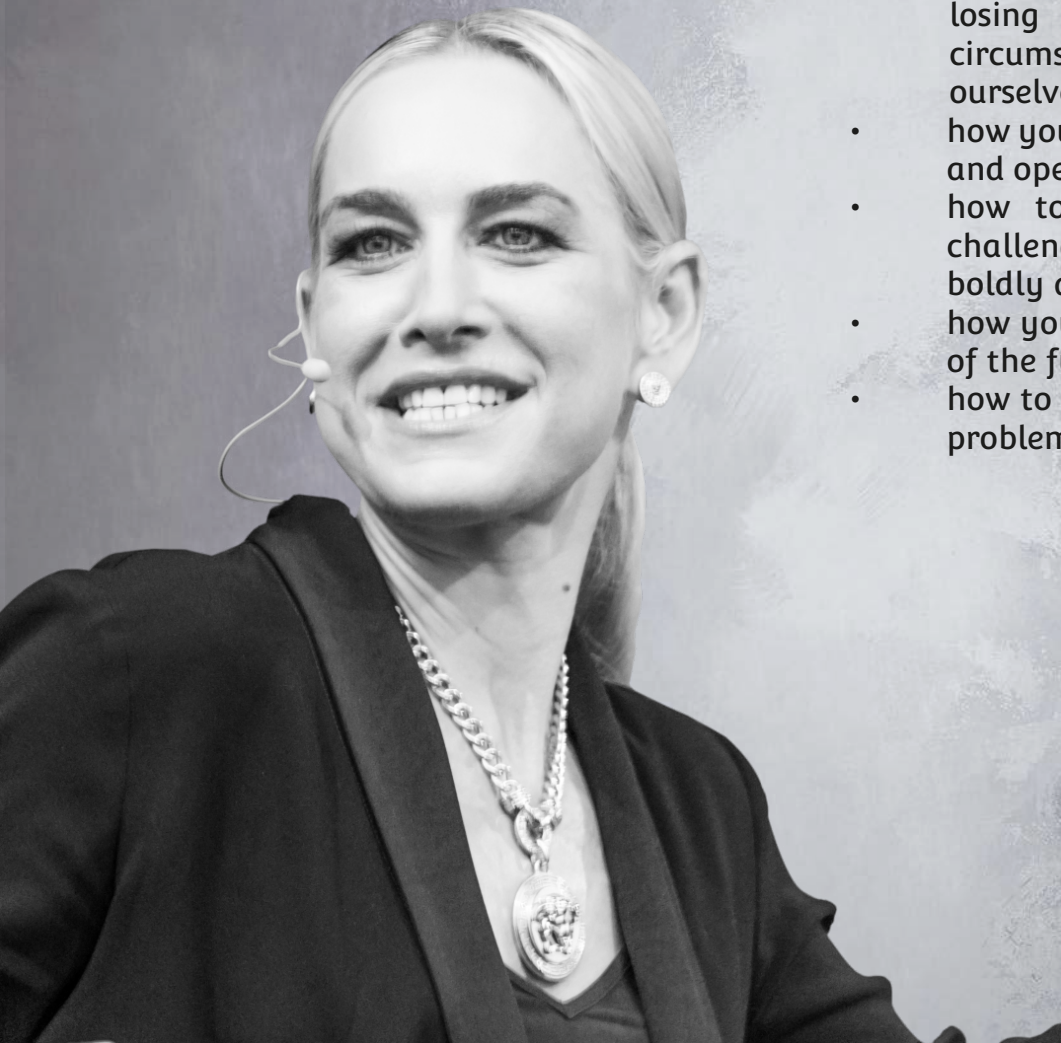
Times have changed – we know this!
Today's market works differently than it did 10 years ago – we know this too!
We have to rethink completely – and we know this as well!

But: If we know all this, then why are we still acting like we did 10 years ago?

Why is it so hard for us to handle change? Exactly. We never learned how. But we should. Because if we maintain the mindset of the past, we will brutally fail in the future 4.0 – the same way we would fail to find a telephone booth within a 2 mile radius.

Discover

- why changes are so hard for us to deal with, and how we can change that going forward
- why we keep betting on the same losing horse by trying to change circumstances instead of changing ourselves
- how you can let go of old experiences and open up to completely new ones,
- how to stop running away from challenges and obstacles and start boldly approaching them
- how you can recognize opportunities of the future and take them
- how to stop seeing and poring over problems, and start finding solutions



TALK 2: FROM THE USP TO THE UPP: IF ALL YOU DO IS SELL SOMETHING, YOU WON'T SELL ANYTHING

Good times back in the day! When products had unique selling points and businesses could use expertise, money or power to gain the competitive advantage. But the USP is over. And when the horse is dead, you get off.

If everything is changing, we can't stand still. Consumers buy differently today than they did 10 years ago. The market works differently than it did 10 years ago. And the world is moving faster and faster. The question is: Can we keep up? Are we up to date, or are our mindsets, sales and positioning strategies keeping us stuck in the past?

Discover,

- what competencies will really be in future demand, and why it's time to say goodbye to classic consulting
- why the USP has run its course, and how you can secure your uniqueness within the market
- why it's not the product bait that decides who buys, but the emotional bait
- why the sales talk of the future is no longer plannable, and how we can still prepare for it
- how to go from being an information broker 2.0 to a relationship tuner 4.0

TALK 3: AWAKEN THE DOER INSIDE YOU – LET OTHER PEOPLE FAIL TO ACT

„I'd love to, but...". Maybe you've thought the same thing once before. We think we can't change anything about a situation. That's what I used to think. Now I know: Success isn't a question of favorable circumstances, and it has nothing to do with luck or talent. I'm a prime example for the effectiveness of a different formula. Success is primarily a question of taking action, and taking the "right action".

Find out,

- why we only use 50% of our potential most of the time, and how you can activate the rest
- when your autopilot program is holding you back and how you can reprogram it
- how to turn fear into courage
- how to finally tackle the things you want to achieve instead of putting them off over and over
- how you can stop looking for blame elsewhere, delegating responsibility and start getting into the driver's seat
- why waiting and avoiding mistakes means sneaking past your true potential, and how you can put all of your horsepower on the road in the future
- why expecting security is no longer constructive

TALK 4: CLOSING THE BAG – DON'T JUST TALK...CLOSE TOO.

CLOSING – it ain't over till it's over!

How to close the bag too

How much fun is it to start something, invest energy into it, and never complete it? That's how much – or rather little – fun it is to talk to a customer who ultimately doesn't buy. And yet that's what keeps happening. Of course you can't win them all. But you can increase your numbers.

I used to have conversion rates of 1:2 while those of my co-workers were 1:8. I wasn't better or more talented – I just had a completely different approach.

Discover,

- what our experiences have to do with our rates and how we can zeroize limiting experiences
- why the bait is always the deciding factor in whether a customer buys, and not the product
- How you can liberate yourself from senseless price wars and avoid getting involved in the first place
- the secret behind conviction and how to use it to your benefit
- how to turn pressure into attraction
- how to stop informing and start emotionalizing

PUBLICATIONS

DER ZUKUNFTSCODE



published by Goldegg Verlag

CONTENTS

The world will change more in the next 20 years than it did in the last 300 years. Many occupations will disappear in the very near future. A formal education will

no longer be enough to hold one's own in the professional world.

But you're the only one with the power to decide what role digitization and artificial intelligence will play in your life. Find out what you need to safely and successfully navigate into the future!

>> 220 Sites | ISBN 978-3-99060-078-8 | € 22,00 (D)

WECKE DEN MACHER IN DIR! UND HOLE DIR DEN ERFOLG, DEN DU HABEN WILLST.



CONTENTS

We can take aim for the most wonderful, magnificent things and plan our business volume down to the tiniest detail - if we don't take action, and always take the wrong action, we'll never arrive at our goals.

Discover why we always automatically run in the wrong direction, and meet the doer's 13 laws of success.

WENN DIR DAS LEBEN IN DEN HINTERN TRITT, TRITT ZURÜCK



published by Goldegg Verlag

CONTENTS

Life is kicking your butt and taking the blame? Everyone else has it better? You can't change any of it? Chin up! You can turn your life into whatever you want! Katja Porsch knows what she's talking about in this book. After experiencing a dramatic professional upturn, she suddenly faced two failed businesses and her career in ruins. But she didn't give up. She turned her failure into a success. You can too!

The author shows you how: By re-starting your positive mental attitude with concrete impulses, possibilities, and tricks for motivating and re-inventing yourself! Life is kicking your butt? Right on! Kick back! Get out there and get what you want!

>> 250 Sites | ISBN 978-3903090811 | € 19,95 (D)

VERKAUFSPROFILING



published by Gabal-Verlag

CONTENTS

Sales profiler Katja Porsch explains how to always toss the right bait in the barrel. With the profiling method, you'll sell differently than everyone else and have a

clear competitive edge.

The book gives you practical tools that work in both the b2b and b2c areas, with numerous examples that make it easy to put them into practice.

>> 224 Sites | ISBN 978-3869366371 | € 19,90

30 MINUTEN VERKAUFSABSCHLUSS



published by Gabal-Verlag

CONTENTS

Success in distribution and sales means not just starting, but also finishing. That's why simple closing techniques are not enough to be successful. You need consistency, a willingness to make mistakes, and the courage to stand back up.

This guidebook provides directly applicable strategies and tools and shows you how to successfully close every sale.

>> 96 Sites | ISBN 978-3-86936-604-3 | € 8,90

CLIENT REVIEWS & References

„Probably Germany's most honest motivational coach.”
 >> *Radio eins*

„A very interesting and informative course - the presentation was competent, open and interesting.
 One of the best talks I've heard.”
 >> *Kathrin Senn – Bodensee Medienzentrum*

„Sincere thanks for an inspiring presentation at our international team event. Your smart introduction quickly established a rapport with our participants, inspiring and motivating the whole team. The real-life examples form a great cornerstone for our workshops. Your inspiring talk, the way you transported the content and maintained the arc of suspense up to the very end really impressed us. Thank you for everything.”
 >> *Kerstin Gilbert – Director International Sales, Robinson Club*

„An admittedly very dry subject matter was interpreted in a refreshing and motivating way and presented entertainingly - a great experience!”
 >> *Sven Neugebauer – StieberDruck GmbH*

„Refreshing, not overloaded... very entertaining. Immediately actionable.”
 >> *Bernd Maus – der Ruhestandsplaner*

„Katja Porsch motivates you to delve into the 'to do,' the closing and the 'why.' Recommended.”
 >> *Detlef Mollath, attorney*

„Invites you to 'work on it.' Motivating, inspiring. Thank you!”
 >> *Hans Joachim Leptig, LeptigFinanz*

„Entertaining, informative, in line with the target audience. I liked the way she exemplified her talk with her own life. 'You just have to do it.' And the audience really embraced it.”
 >> *Johann Wiesböck, editor-in-chief, Elektronikpraxis*

„Entertaining, informative, in line with the target audience. I liked the way she exemplified her talk with her own life. 'You just have to do it.' And the audience really embraced it.”
 >> *Ralf Brüning, product manager, Zuken GmbH, EMC Technology Center*

„Dedicated, impactful, very persuasive. I really liked how she addressed the subject. She did it in a very masterful way.”
 >> *Dr. Stephan Weyhe, director, FED e.V.*

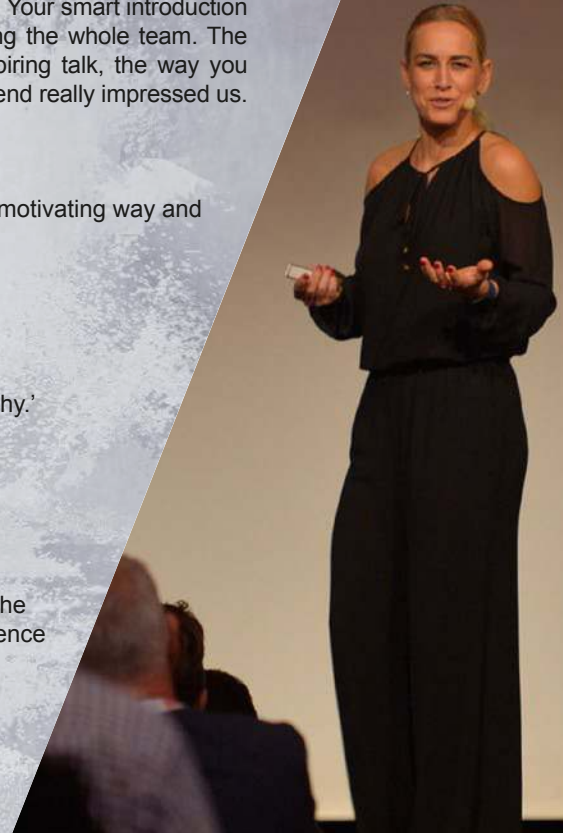
„Emotional, logically completely conclusive and practical. A highly appealing and authentic session.”
 >> *Hubertus Schmidt, proprietor and director, Finanzportal24 GmbH*

„Fascinating and helpful.”
 >> *Clemens Kreyenberg, director, Kreyenberg GmbH*

„She sparked emotions.”
 >> *Dr. Ulrike Schröder, director and general secretary, TMI Service GmbH*

„You get straight to the point and I understand what you're talking about right away. Even better: your personal stories help me recognize my own personal sticking points - that I could only guess at before.”
 >> *Stephanie-Carolin Ahrens, independent mentor*

„As for feedback, I can report that after applying your strategy in the past 4 weeks, we've had more inquiries, very promising sales talks with large companies, and more orders in the pipeline than we had all year.”
 >> *Maria Obiltschnig, CEO, macchina.io*



ADG	Lübecker Nachrichten
Amberger Werkzeugbau	Makler Netzwerk
AOK systems	Marketing Club Hamburg
Atoss Software AG	Marketingclub Ortenau / Offenburg
ATV GmbH	Ma Konzept
AvanCarte	Mittelbrandenburgische Sparkasse
Bärnreuther+Deuerlein	MCR Consulting
Bekarel	MMSC Makler Mehrwert System Club
bodensee medienzentrum	MPI
Borger & Nodes	Müllerverlag
Brigade	Ostdeutscher Sparkassenverband
BVD Bundesverband	Pohl Spedition
COG	Point S
Convention Bureau Karlsruhe & Region	Printplus
Deutsches Institut für Finanzberatung	PTS Prüftechnik
Deutsches Maklerforum	REMA Tip Top
DICAP	Robinson Club
DKM	Sachwert Partner
DVKS	Scheck Lagerhaus & Transporte
Dwenger Group	Schramme
FED	SimINN
Finanzberatung München	Sparkasse Chemnitz
Gernep	Sparkasse Märkisch-Oderland
Gruppe Finanzhaus	Sparkasse Radevormwald-Hückeswagen
German Speakers Association	SMP Baudienstleistungen
Haneder Spedition	Stadtsparkasse Magdeburg
Hannoversche Allgemeine Zeitung	Stieber
Hein & Oetting	Talanx System AG
Henry Schein	Telis Finanz AG
hurra.com	Ticoncept
hsmi	TMI Service
IHK Dresden	Universa Versicherungen
Impreglon	Vectron
intergerma	Vistage
KABA	Vogt-Schild Druck
KMU Swiss AG	VPV Vereinigte Post
Kreyenberg	Wir sind Umsatz
KVK – Kölner Messe	Zurich International Business School
Loll Feinmechanik	

KATJA PORSCH

SOUGHT-AFTER EXPERT IN THE MEDIA

