BLACK BOX DELIVERS INSIGHT. PRACTICE TURNS IT INTO ACTION.

What the Black Box reveals, the Sales Academy puts into practice. Real conversations from your day-to-day sales work are prepared, rehearsed and reviewed in short, repeatable sessions with direct feedback. This builds confidence for real customer conversations – especially when it matters most.

Let’s talk about your sales organisation.
Get in touch.

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KKW Consulting
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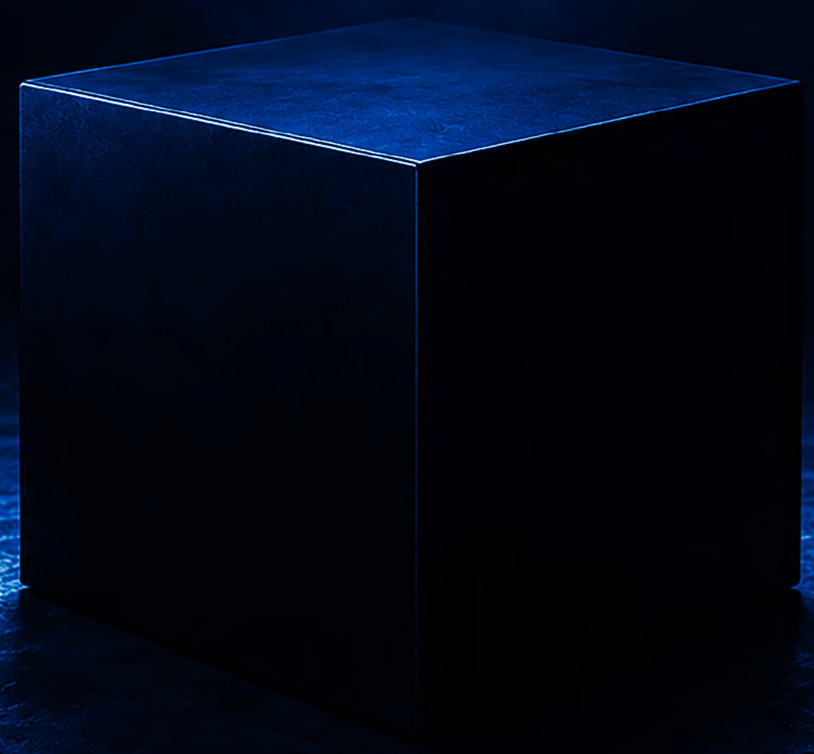


BLACK BOX

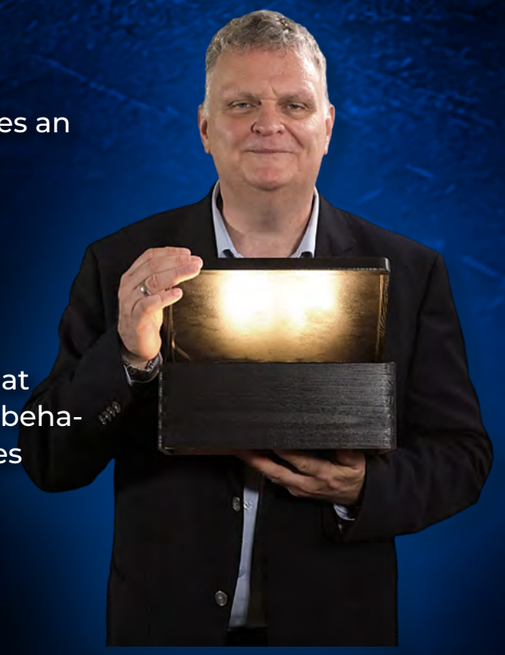
Finally understand what’s holding your sales back. And develop what makes it more effective.

I‘LL OPEN THE BLACK BOX FOR YOU

I focus on where the sales team actually makes an impact: in the customer conversation:

- What resonates with the customer?
- Where does a conversation lose its impact?
- What works – and why?

But understanding is only the beginning. What matters most is turning insights into specific behaviours and making them part of everyday sales practice.



Dr. Karsten Wagner

To me, Sales Enablement means:
No off-the-shelf concepts – and a clear approach.

Creating the conditions for sales to remain successful even as circumstances change. I provide experience, clear questions and a structured approach. Together, we identify the right points of intervention.

My Tool Kit

- **SALES BLACK BOX** – understand what makes an impact
- **SALES ACADEMY** – developing skills with purpose
- **SALES - & NEGOTIATION COACHING** – support when it matters most
- **SALES - STRUCTURES & PROCESSES** – create clarity without adding bureaucracy
- **LEADERSHIP, MANAGEMENT & AI** – putting metrics into context and improving decision making

Sales is becoming more demanding

Customers are better informed. Offers are easier to compare. Decision-making processes are becoming more complex. AI is changing how customers search, compare and decide. At the same time, resources for acquiring new customers are becoming scarcer. And: more activity, more metrics and more pressure do not automatically create more impact.

This is where my work begins: First understand. Then change.

Why don’t good conversations turn into orders?
Why do opportunities remain in the pipeline for months?
Why are some salespeople more successful than others?

Understand → **Focus** → **Develop** → **Implement** → **Learn**

Experience changes your perspective.

I have worked in sales, as a team leader and in senior management for more than 30 years. Today, I bring that experience directly into companies through a structured approach – and without a standard consulting template.

More activity and more metrics are not automatically the answer.

And another standard training course rarely changes what actually happens in a customer conversation.