

URSULA M. L A S K E ~ MARKETING-SYSTEM-CONSULTING

'It is not the wind, but the sail that determines the direction!' Chinese wisdom

Our competencies »

Your goal is our challenge: Efficiently strengthened and competitive!
Predatory competition places high demands on entrepreneurs, because qualified sales processes, sensible expansion of potential, effective approach with good, trained employees are crucial factors for the living existence of the company.

New customers deliver new opportunities and short-term earnings improvement

The focus is on securing inventory and acquiring new customers: We identify the needs, develop strategic concepts and show the client possible improvements and expansion of potentials. According to requirements, we rely on sustainability strategies: Effective marketing/sales campaigns and meaningful texts are shown in documentations, PR materials, product brochures and image mailings.

Organization, technology, software

We pay attention to a structured, internal process organization and topical technical equipment. Applied company specific software applications are essential.

Qualification plus motivation: 'Only those who are motivated can give their best!'

Showing new paths: Continuous stabilized manpower by train the rhetorical and general qualifications and coaching of the personal motivation. **Ergo:** 'Increasing your personal potential' is a basic requirement in order to survive tough in terms of professional competition in a stable manner and to move forward. - Our advice and Support include practical solutions.

Competitor observations, possible cooperation, image cultivation.

We make meaningful contacts, and, among other things, we contact important competitors, also checking strategic alliances: Companies cooperation leading to synergy effects, because value chains bringing additional potential and higher returns.

'a breath of fresh air' in Marketing, Advertising/ P R and Self-assertion.

Explanations » Marketing rules and project process Marketing includes all activities in this area. This primarily includes planning, controlling and processing a Company's sales market. This **marketing-mix** plays a central role here. It therefore has an important business function and is not only aimed at or limited to advertising and corporate communication but begins with product planning and continues by pricing and distribution of products. Advertising and PR are just parts of the marketing mix. There are four groups of instruments available to perform marketing: **Information instruments, marketing strategies, implementation of market policy and marketing organization.** This triggers all areas of the company, apart from the marketing department and other market partners.

Services and skills

- Project supports
- Product placements
- Sales and sales support measures
- Market research/ analysis and evaluations
- Concept establishment
- Market review plus
- Marketing organization
- Use of targeted marketing instruments
- Advertising control
- Target group observations and analysis
- Creation of sales opportunities, access to new markets
- Press relations



Your advantages are

- Market transparency
- Sales increases
- Proper product placement
- Expansion of offerings and potential
- Greater cost-effectiveness
- Strengthening the competitive position
- Competent public relations
- Marketing efficiency and effectiveness
- Customer-centric mindsets
- Flexible response options
- Sales and profit increases
- Improvement of cost calculations and monitoring
- Control of marketing related functions and processes



Cooperation projects

The previous **marketing cooperation Hanau & Area** was an association of medium-sized companies that used cross-selling in cooperation to highlight their respective portfolios in joint brochures.

As a result, the participants cooperatively published their companies, services and products on advertising sites and were thus able to competently address their target groups.

They also joined an expanding cooperation circle. This offered the opportunity to exchange information, develop common concepts and strategies and pass on possible potential. Among other things knowing each other personally, support is provided and / or carrying out activities together.

The brochures produced primarily highlights, the topics of 'celebration' as well as Summer and Christmas 'giving'; these offered sophisticated services, shopping tips, hotel and restaurant offers, special offers, as well as charitable sponsorships.

The booklets were of high quality and handy, produced in DIN A6 format. Informative suggestions, short stories, poems, etc. were used for reference and other effects. - Around two hundred companies belong to the cooperation group and well-attended meetings of the cooperation participants take place on a regular basis.

This **MARKETING-CONCEPT®** was developed by **Mrs. Ursula M. Laske**, and the projects can be continued for several years. Locations are promoted and medium-sized businesses are effectively supported. The concept stands against competitors and hereby gains new additional customers.

Services/ regular processes of these projects

- Target group analysis
- Correspondence, document creation and sending
- Placement according to layouts with short texts, depending on the ad size
- Graphical creation if no template is available
- Processing with the executive designer and the printing company
- Final calculation according to the preliminary calculation
- Invoicing
- Execution and monitoring of material & brochure creation
- Follow-up contacts
- Ratio of appropriate quantities
- After production: Brochure distribution/delivery by the printing company
- Timely scheduling, customer care
- Organizing participant meetings
- Identifying additional advertisers & cooperation members
- **P R**: Launch of press reports about the relevant companies & the cooperation group
- Business advice, measurements, sales, promotion



We open the strategic door to success, because only founded basics counts.

Reliable inventory and advice, including effective measurements and future strategies: These prerequisites stand for sustainable success and the continuity of the respective company. First, we present concepts that are geared to companies and industries or that address projects or specific products. We see long-term consolidation of our clients as the basis of our sustainable, effective activities.

Credit points/ procedure: Interview with clarification of the situation and procedure. Below, inventory and needs analysis, business management consulting considering specifications and the economic viability of the project, as well as the possible financial scope. Our follow-up project support is certainly possible in the longer term.

Requirement concept implementation of effective marketing measurements: Observing previous company presentations, evaluate the quality and actuality of the Customer target group and the sales market. - The objective is optimization and modernization.

• Meaningful product-placement including sales promotion strategies & sales campaigns.

Streamlining/ improving internal processes. Coaching and training can be integrated effectively.

Services: 'We make your ascent easier!'

Project-management: Assessment of contracts when setting up a business cooperatively.

- Placement of know-how, because we suggest sales deals. Assess changes in sales markets and the associated demands.

• Conception of project-management • internal optimizations • structuring of texts in documents • P R material

Using appropriate comparisons, we evaluate crucial assumptions and identify decision-makers for possible collaborations for product marketing (diversification).

- Instruction for qualified, in-house processing. • Text conception.

Improvement of corporate design in accordance with the Companies corporate identity policy.

Inclusion in advertising letters, customer mails, website pages - etc.

Consulting • advice & support: 'Communication always play a central role' ...

Using comparisons, we evaluate crucial assumptions and identify decision-makers of product-marketing strategy.

- Instructions for qualified in-house processing.

Consolidation

We act effectively to secure the existence of strategic marketing and targeted measurements, we are pushing direct sales in short-term campaigns, which are increasing product sales, business advice during the start and course of a project.

• Psychological strategies for project-managers for direct sales, customer support and service during the planned period.

• Mailing & telemarketing combines telephone-contacts and mailing-actions ideally.

Eye-catcher mailings • Telemarketing follow-ups: A personal approach addresses objections creates confidence and generate trust; we create mailings and evaluate the responses.

- » **Multi-stage mailing**
- **Successful marketing applying qualified advertising letters.**
- **Acquire new customers cost-effectively • retain existing customers**

Many people have probably heard of **'whoever writes stays.'** We should take a closer look at this fact:

When we talk about marketing, we mean contacts that potential buyers and long-term customers will share with us and our company.

It's about how the Customer look to us or how we would like him to look at us. We therefore use every opportunity available to us to get into contact. Let's take a closer look at the advertising letter/ mailing: After all, in addition to the telephone, mobile phones, e-mails/ internet (including fax) as well as visits and special sales advertising letters are the most cost-effective way to promote positive customer contacts.

Advertising letters are initially differentiated depended on type of recipient. This platform is used specifically to offer subject to private customers or business partners to raise demand on a regular basis or sustain aware of it. Contact with companies refers to **'business to business'** principle.

With a mailing send once a year about a specific topic, you will usually only achieve a timely result. - The desired advertising effect should, if possible, be recognized and further developed within the framework of the campaign. Advertising letters should be sent to pre-selected addressees in several intervals. A 'multi-stage mailing' is to recommend for almost all topics, except for special sales. Announcements for special sales are only based on reducing the warehouse stock quickly or selling out products. Products or services are made attractive to the customer so requests for offers and orders go directly to the provider.

Advertising • public Relations • campaigns »

- **Industry-related guide:** Coordination of advertising campaigns, PR-strategy and follow-up campaigns. Correspondence for **P R** and targeted press releases. Guide for image-cultivation and services for the purpose of Customer satisfaction.
- **Every action should be planned and prepared for a dialogue.** That means: You should tell the customer and should offer interested parties, the opportunity to enter a dialogue. At least they should feel to receive optimal attention current services and offers.

Ursula M. L a s k e - has a high level of competence.

She looks back on funded, excellent experiences. She worked in well-known companies in the IT & SW sector and at that time in senior positions at: Olivetti, Olympia Werke, IBM, SAP and in well-known SW companies employed and later as a freelancer. - She started her freelancing in the 1990s together with her team, she can therefore look back on a wide range of success in terms of competences and experiences, both in consulting and in sales-intensive areas, nationwide and in other European Countries.



Petra Miriam L a s k e - business economist, supports the relevant projects if necessary.

- However, her focus is on business accounting, bookkeeping (software-based) and controlling. Due to her extensive training, permanent professional qualifications and many years of professional experience, she is extremely competent to optimally handle your requirements.

- She managed her existing clients, which are subject to accounting, bookkeeping and controlling tasks.

See: www.laske-controlling.de

Job description

We both are clearly different from the numerous self-employed consultants, marketing or accounting 'specialists'. This is because we have extensive knowledge and many years experience of essential skills that guarantee success project start. We support customer projects continuously and provide follow-up support. Due to our special skills, we offer the best conditions for meeting the requirements.

Ursula M. Laske's focus is on the IT & SW area. We also take over other orders from different industries. **See:**

- » Cooperation-projects with brochures previously published on a regular basis! **www.laske-marketing.com**

We support your company »

- **Sales • consulting • competitors • cooperation**

We enhance images and promote collaborations for placement in new industries, changing sales markets, as well as performance and competitor observation and their performance. Customer reaction and demand reflect the current and future possible company position.

We design documents for sales support, sales promotion and image cultivation and material, speeches/ presentations as part of PR and press work. We report to the client and evaluate their relevant market position. We manage corporate mergers: Cooperation and value chains create extensive potential.

• **Cooperation/ strategic alliances**

Trade fair appearances, promotions or shopping discounts can be managed alone, other purposes can be:

- Advertising
- Purchasing (contact follow ups, price discounts)
- Collaboration or project processing
- Joint marketing: Offering products and services when they fit together.



You don't necessarily have to merge your company with another company to get the benefit of advantages that are usually only reserved for larger companies. If you decide to work together, you should also be prepared to consider your interests to the mutually agreed goals.

Consider who is prepared for you, based on the following criteria:

- What purpose are you looking for on a cooperation partner?
- What technical know-how should your partner have?
- Do your strengths and weaknesses complement each other?
- Is the partner company economically stabile?
- Is he trustworthy?
- Is the confidence between you and the cooperation-partner, okay?

Once you found one or more cooperation-partners, make clear agreements and make best use of the **experiences of competent consultants; project managers/ business coaches with relevant experiences, like us. - Ergo:**

1. Define your mutual rights and obligations in a contract.
 2. Clarify which person appears best to customers or negotiating partners/when it would be better create a team.
- Important:** This leads automatically to a GbR. It means, that you are responsible for everyone obligation that you enter!

Coaching as a part of our services, we develop and consolidate our work, to ensure clients continuity and to activate their potential:

- **SELF-Marketing & rhetoric**
- **Telemarketing [» Dialogue Marketing]** ● **Sales training** ● **organizational instruction**

» **Hidden resources, effectiveness, cost control**

Internal administration and organization in the offices are cost-effective factors for the existence and design of jobs. Undisputed is the fact that all repeatable activities are subject of high pressure to rationalize. Anyone who does not react to this pressure will not recognize this framework.

In our modern working world, goals and strategic orientations change at in shorter intervals. The demands on process flows are constantly increasing, which not only puts a strain on management, but also the employees are left overloaded. The activity must be carried out more effectively and therefore become more cost-effective as mentioned already.

Only well-trained clerks can implement existing business processes to pursue all aspects. Only these can determine the effectiveness of measures before beginning to evaluate the implementation and integration into companies. With objectively correct arguments, the employees are involved from the beginning.

With those competences the possibility of reducing expenses and costs, as well as more manpower is needed to complete the task.

The target is to optimize the existing workflows and business processes in the company. A restructuring and realignment carried out purely within the department does not secure that; new requirements are accepted and developed individually, managers and employees are reluctant to change their processes, the protection of the workplace seems more important as an increased effectiveness, numerous unproductive processes are often not recognized and followed up, competent specialist knowledge and authority is therefore required here to avoid internal resistance.

● **Employee coaching** ● **application optimization**

Contains documents, procedure strategy, rhetoric optimization and the review of current employment contracts.

- Individual coaching during the application period and application process: To solve your introduction, we offer you practical solutions to upcoming problems. Trustworthiness, as well as our discretion can be assumed.

- **We prefer individual coaching. The optimization can subsequently be accompanied full or part-time.**

SELF-Marketing & Rhetoric ● **Motivation** ● **Teamwork**

Self-assertion takes on clearly recognizable significance!



We are Trendsetters - embrace trends as it's not enough to rely on the experienced and tested. To adverts customer attention, innovative services and skills are required.

You can refer to our portfolio at: www.laske-controlling.de 

● **Telemarketing - 'make successful calls'**

Acquiring new customers ● Retaining existing customers, arrange conversations and use questioning techniques

- Increase image optimized acquisition: These coaching sessions should be integrated into internal company measures. It simplifies telephone calls and ensures reaching conversation goals.

Which rules of the game should be observed and what impression has background sounds have to the conversation partner? Why is expression important for a pleasant experience?

Incoming & outgoing calls

In last time, telemarketing has become more and more important to companies because: on the one hand, direct dialogue potential with customers and interested parties is discovered and, on the other hand, important market and target group information are obtained by telephone.

Direct contact and the systematic acquisition of new customers determine the market position of the customer.

To develop competent employees, modern communication systems and modern software/databases are required, to achieve rational and cost-effective implementation of active telemarketing. Powerful technology/ telephone modules make processing more efficient.

● **Integration »**

Such modules can also be combined with other systems. Direct-mail components, mail coding and personalized correspondence and import/export modules for exchanging information about marketing and sales information-systems are including.

● **The service profile of active Telemarketing (Dialogue-Marketing) includes:**

- » Target group-specific approach
- » Address selection and » Invitation-service
- » SW and database maintenance
- » Customer marketing
- » Qualification of interested parties/ acquisition of new customers
- » Telephone mailing follow-up (sent in advance by post or email)
- » General follow-up calls and campaigns
- » Direct sales and sales promotion measures
- » Statistical surveys
- » Product-information, when introducing new products
- » Market research



The statistical reviews can be used to plan reliable overall project forecasts. Online statistics can be generated during the respective project phase they show the status of the action and the check of efficiency by differentiate hour and staff planning. Essentially, it is possible to make statements about the total duration of the campaign after a test phase, so that the staffing can be planned effectively. The structured concepts, SW and technology highlight the market and the company position: Customers, target groups, the product image, as well as the competitors are the basis for a marketing service package or tailor-made strategy.

Goals are market research up to actual situation, product and service research or competitor to avoid with suggestions for sales, direct sales, advertising/PR and optimal post-processing to avoid potential losses. Included are (direct) mailings, advertising planning and follow-up telemarketing campaigns.

» **If the company is well prepared it can be provided with qualified information and expand with effective editing!**



Petra Miriam Laske
Accounting, bookkeeping & controlling

'I can be the guide who steers your company into profitability!'

Corporate concept

As an entrepreneur, you already have considered: 'Am I doing everything right?'

Maybe after thinking about, you'll realize that you have powerful tools available, but don't use them adequately!

» We support you effectively with our precise accounting and marketing measures and we answer your questions. We are service providers with corporate accounting also support marketing projects cooperatively with

Mrs. Ursula M. Laske, Marketing-System-Consulting. www.laske-marketing.com

The two complement each other optimally to put your customer on the **right way** (growth, development and profit) to promote services, product offerings and to increase sales in the long term. A view into accounting figures, provides relevant data, develops future strategies for the client.

By additional application of precise marketing measures, we receive further information, such as knowledge about market activities, new sales channels, demand levels, prices and services, sales and competition analyze and much more. Based on the data obtained and analyzed, we support your company to build strengths, exploit opportunities, make risks calculable and reduce weaknesses.

Our specific business knowledge is applied precisely by specific planning and control instruments. Therefore, my accounting-activities support you with investment decisions and creation of calculation methods, create financial and capital requirement plans. - **You can refer to our portfolio at: www.laske-controlling.de**

Project forecasts can be determined using statistical assessments. Those statistics can be generated online during the respective project phase where the respective project status and efficiency are checked. Essentially information regarding the total duration of the outsourced deployment is possible, so that deployments can be estimated and planned. Structured Concepts plus corresponding aids, such as **Lexware 'Financial Office'**, support the effectiveness and processes in the Company.

Tailor-made strategies are for instance: Market research based on the service catalogue evaluation, competition analyzes with information for sales, advertising/ P R etc., following an optimized post-processing to avoid losses of potential resonance checks.

Main advantages

- » Reduce your costs and gain more liquidity
- » Plan a rising strategy and motivate employees, keep them engaged
- » Appear as the **self-confident pilot** of your Company
- » Expand your customer base using effective sales strategies
- » Marketing, advertising measures, public relations

Note: History of controlling

» The first verifiable approaches to controlling existed in England and France at the beginning of the 15th century.

Due to the high growth of state budgets, reliable checks of essential payment and delivery transactions by trained state employees were required.

In the USA too, the civil service gave rise to such an independent field of responsibility. The focus of the activities was the management of the state budget and monitoring the use of financial resources.

It was not until the end of the 19th century (1880 in the USA) that the first controller positions were established in private companies. However, the development of controllers stagnated because the financial processes were managed by existing positions in the companies. This changed due to the global economic crisis at the end of the 1920s. Numerous companies collapses indicated the importance of controlling.

The idea of closely linking traditional financial tasks with planning, among other things to tackle future-oriented tasks, led to the rapid spread of controlling from then on.

- **In Germany**, the controlling idea was initially only hesitant to gain acceptance. Especially in the first post-war decade, there was little interest in structural changes in companies due to the extremely rapid economic growth and the resulting high profits.

Only with the closer integration of the domestic and US economies, the spread of American subsidiaries in Europe and the unexpectedly severe waves of bankruptcies in the 1980s and the last decade did the need for networked, software-supported planning and control instruments become apparent, essential for business requirements as well as for individual business organizations.



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