



## Alexander Christiani's Bio



- One of the **leading speakers and consultants** on marketing and entrepreneurial success in Germany (*judged by fees (9.000-12.000 \$ per day) and bookings (up to 150 days per year) probably the actual No 1 in Germany (yes – America is a very different market...)*)
- Studied law, economy and psychology; started as a **lawyer**; now **20 years of speaking and consulting experience**
- **Trainer of the year 2001** in Austria
- Selected by one of the leading sales and marketing journals in 2004 to be one of the **leading German authorities on sales and marketing** (journal „aquisa“, June 04)
- German member of the **“Club 55” of European Marketing and Sales Experts** (membership by invitation only – the association’s idea is to bring together the 2 or 3 leading marketing authorities of each European country)
- Author of the following German books:
  - **Weck den Sieger in dir** (motivation)
  - **Masterplan Erfolg** – (time management)
  - **111 Motivationstipps** (motivation)
  - **Magnet Marketing** (marketing)
  - **Stärken stärken** (with Frank Scheelen) (talents)
  - **Christiani High Performance System** audio books (personality development and marketing)
  - **Spitzenleistung im Verkauf** (sales)
  - **Sales Masters** (coauthor) (sales)
  - **Von den Besten profitieren** (coauthor) (personality development)

## Alexander Christiani Speaker's Profile



- **1958** Born January 28th in Essen, Germany
- **1976** University entrance diploma at the Gymnasium Essen-Werden. Thereafter Ruhr-University in Bochum, Germany to study law and economic science.
- **1980** parallel admission of giving workshops. Main focus on rhetoric, communication, learning- and industrial methods.
- **1981** 1. legal state examination
- Thereafter scientific officer at the municipal scientific institute of the university of Münster, Germany with Prof. Dr. Erichsen. At the same time post-graduate-studies of psychology and philosophy at the university of Münster, Germany.
- **1982** Freelancing executive coach at a management training institute, and trainee lawyer at the county court Bochum, Germany
- **1984** 2. legal state examination
- **1987** Job training in the USA in the field neurolinguistic programming; amongst others with NLP-founders R. Bandler and John Grinder; Certification as NLP-Coach in 1992
- **1988** Foundation of the Christiani Persönlichkeits-Management GmbH in Mülheim/Ruhr, Germany
- **1999** Foundation of the Christiani Unternehmer AG
- **2001** Re-location to Starnberg, continuous expansions of various operations
- **2004** Change of name to Christiani Consulting KG

Alexander Christiani likes to spend his leisure time with his family – his wife Meda and their three sons Raphael, Darius and Constantin. One of his hobbies is going fast. When he isn't racing with cars or on skis, he loves to travel and does a lot of marketing research in the United States.



Alexander Christiani is focusing on the following themes:

- Modification of sales-psychology to buying-psychology
- Communication towards the market (branding/expert positioning, word-of-mouth advertizing, co-operation marketing etc.)
- Communication towards the customer (Sales-Design through Mechanics & Humanics, service-conzepts, emotional selling, closing technique, patron management etc.)
- Communication towards the employee (leadership, external- and selfmotivation, teambuilding)
- „Selfcommunication" (motivation, targetdefinition, Talent-Duty-Fitting)

Key aspects of the current projekts:

- Integration of the so-called customer magnets to a conclusive system "how to win customers" and "increase of sales"
- Active shaping and controlling of word-of-mouth advertizing (basically for generation of verbal recommendation and, as a consequence, increase of the publicity and increase of sales)

The Christiani Team displays customized and integrated marketing-, sales, and vending-concepts for their customers and accompanies them towards the achivement.

Division executivecoaching:

- Deutsche T-Mobile Deutschland GmbH
- Deutsche Krankenversicherung (Ergo Versicherungsgruppe)
- Trainforce Akademie AG
- Extrafinance Partner Finanz-Coaching GmbH
- Südwestfinanz Vermittlung Dritte AG...

Division Marketing- und Salesconsulting/Training:

- O<sup>2</sup> Germany GmbH
- Procter & Gamble
- Microsoft Deutschland GmbH
- IBM Deutschland GmbH
- Wella AG
- L'Oréal Produits Professionnels
- Alpina Slovenien
- T-Com
- Robert Bosch GmbH
- Fraunhofer Institut
- Pfizer Pharma GmbH...

Furthermore he was coaching the german federal trainer i.e. in preparation for the Olympic Games in Sidney within Train-the-trainer-seminars.

Besides the Coaching-Akademie, he is working with Extreme Athlets in the field of motivation.

If required, we gladly make the contact to one of our customers.

" Alexanders Performance-Coaching prior to our Broad Peak-Expedition had pushed us dramatically forward. His concept of motivation is with me at all my expeditions."

**Martina Bauer, Extreme Athlets**

" Alexanders Performance-Coachings hit the big time and enspire each time anew!"

**Marc Girardelli**

*Thank you for your attention*



## Contact us

I am at your disposal for further questions.

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