

## CASE STUDIE BMW

### GOAL:

- Improvement of sales and customer satisfaction by more qualified sales representative and managers and higher staff binding

### SOLUTION:

- Balance of headquarter, subsidiary and local dealer interests
- Identification of general and country specific success criteria
- Introduction of a behavioural assessment approach
- Adaptation of internationally well-proven instruments to local realities
- Selection and Training of local consultancies to take over process after piloting phase
- Cost efficient implementation under real conditions
- On-demand diversification of procedures to other functions (e.g. service and general managers)
- Use of procedure to demonstrate a transparent, appreciative and performance oriented staff orientation
- Evaluation and post-pilot support of country organisations

### ENGAGEMENT

6-year design support, implementation and key account management by Joachim Hübner

### BRANCH

Automotive

### REGION

Germany, Russia, Greece, Poland, Japan, China, Indonesia, Malaysia, Thailand, South Africa, Egypt, Middle East

*"With Joachim Hübner we introduced over several years personnel selection procedures in ten countries. Through his dealings with the different stakeholders, we strongly relied on him as an adept expert and a discrete and energetic partner. The results and his integrating, uncomplicated and efficient approach was continually reassuring, and contributed to the success of our international activities."*

Nicole Tillack, Manager Training Asia, Pacific, Africa, Eastern Europe, BMW AG