

Profile






Anne M. Schüller

Expert in loyalty marketing



Anne M. Schüller
Marketing Consulting



Anne M. Schüller
Leading expert in loyalty marketing




Profile

Anne M. Schüller has a degree in Business Administration and is known as a leading expert in loyalty marketing. She held management positions in sales and marketing at several international companies for over 20 years. Today she is a consultant, keynote speaker, business trainer and lecturer. She delivers top-class, motivational and practice-oriented inspirational speeches on the following topics: customer-focused company management, customer loyalty, recommendation marketing, customer recovery marketing, emotional selling. She is also the author of nine management books and coined the term TOTAL LOYALTY MARKETING. Her book "Kundennähe in der Chefetage" won the Swiss business book prize 2008.

Her clientele includes the elite of German, Austrian and Swiss business such as: Allianz, SiemensForum, IBM, BMW, TUI, Novartis, Vodafone, A1, Swisscom, Intersport, Schweizer Post, Basler Versicherungen, BITKOM, L'Oréal, HypoVereinsbank, Interspar, Erste Bank, Generali, Expert, Sage, Management Center Innsbruck

Statement

Europe's leading expert in loyalty marketing: "Service, sales and marketing means making people happy."



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Topics

Loyalty – and not withholding custom – is the consumer's most powerful weapon. Therefore, customer loyalty will become the greatest corporate challenge of the future. But only companies who have enthusiastic and loyal employees can also have enthusiastic, loyal customers who keep coming back and actively recommend the company. The goal here is loyalty leadership.

Customer loyalty: a trend of the future

Lasting success and healthy profits with loyal customers who keep coming back, enthusiastic recommenders and Total Loyalty Marketing.

Word of mouth and Recommendation marketing: a sales growth booster

The best sales growth strategy of all times: how to win fans and actively positive recommenders in the offline and online world.

Customer-focused employee management

The customer is the real boss.

Success thanks to a customer-focused leadership culture and loyal employees.

Efficient customer recovery marketing

How to win back lost customers step by step and develop a 2nd customer loyalty.



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References

"To judge by the applause Schüller's speech was the highlight of Impact 08 for most of the audience."

The business journal HORIZONT on the marketing congress with eight top speakers

"You were the highlight of our event and have given the recommender awards a special polish in terms of both contents and form of presentation."

Josef Redl, Business Graduate, President of the Austrian Financial Marketing Association (FMVÖ)

"Your speech evening was a complete success. We are being congratulated on having won you as a speaker."

Prof. Dr. Thomas Bartscher, Head of the Deggendorf Management Centre

"You provided so much food for thought and were the highlight of the day."

René Kalt, Head of Customer Marketing, transGourmet Schweiz AG

"Anne M. Schüller is one of the major management masterminds."

Wolfgang Hanfstein, managementbuch.de

"Hardly any other trainer currently has as much to say as Ms Schüller."

Marcel Klotz, Director Partnership Solution Center, IBM Germany

"I would like to thank you for your outstanding speech. In more than 20 years in marketing I have never heard anything more apt."

Frank Lehmann, Expansion Manager Vodafone



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Contact

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