

# 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 holds a degree in Business Administration and is known to be one of the leading experts for loyalty marketing. For more than 20 years she worked as a manager within the sales and marketing departments of various global players. Today she is a successful consultant, keynote speaker, business trainer and lecturer.

Anne delivers top-class, motivating, hands-on and inspirational speeches on the following topics: customer-focused management, customer loyalty, recommendation marketing, customer recovery marketing as well as emotional selling. She is also the author of ten management books and coined the term TOTAL LOYALTY MARKETING. Her book "Kundennähe in der Chefetage" won the Swiss business book prize in 2008.

Amongst her clientele are top players of German, Austrian and Swiss business including Allianz, SiemensForum, IBM, BMW, TUI, Novartis, Vodafone, A1 Mobilkom, Swisscom, Intersport, Schweizer Post, Basler Versicherungen, BITKOM, L'Oréal, HypoVereinsbank, Rewe, Erste Bank, Generali, Expert, Amgen, Sage Software, Management Center Innsbruck.

## Statement

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



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## Topics

Nowadays the consumer's most powerful weapon is loyalty and not consumer reluctance. Consequently, customer loyalty will become the biggest corporate challenge of the future. However, only companies who have passionate and loyal employees will also enjoy passionate and loyal customers who keep on returning and actively recommend the company. The goal here is loyalty leadership.

### **Customer loyalty: a trend of the future**

Achieve lasting success and healthy profits through Total Loyalty Marketing creating loyal customers who keep on coming back and who are passionate enough to actively recommend your company.

### **Word of mouth and recommendation marketing: a sales growth booster**

The best sales growth strategy of all times: how to win fans and get them to promote your company in both the offline and the online world.

### **Customer-focused employee management**

The customer is the real boss. Achieving success thanks to customer-focused leadership culture and loyal employees.



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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, 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."

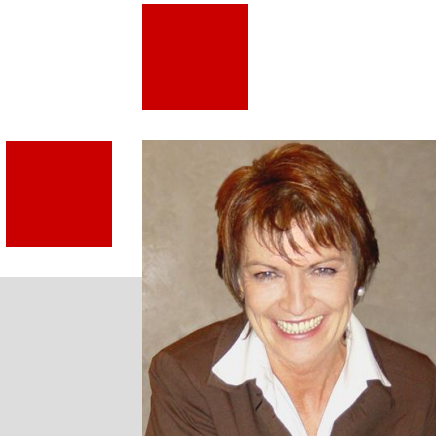
**Wolfgang Hanfstein, managementbuch.de**

"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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[www.empfehlungsmarketing.cc](http://www.empfehlungsmarketing.cc)  
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