



**October 16, 2019**  
2:00 PM – 7:00 PM  
Room SO 318

# THE MAGIC OF SALES

**Würth invites you to look into the fascinating world of direct sales and multi-channel transformation. Product show and case study included!**

N00055-08/19

## Are you interested in learning ...

- ... how one of the most successful family-owned companies achieves sales growth rates of 20.7 % CAGR since foundation?
- ... how emotions still play a predominant role in direct sales?
- ... how the traditional business of trading with tools and materials for tradespeople confronts the challenges posed by digitalization?
- ... how the world of a sales rep is influenced by the Würth Group's multi-channel strategy?

**If you would like to know more about how Würth was able to achieve this kind of success story, we would like to invite you to apply for our sales workshop "The Magic of SALES".**

## THE COMPANY

Würth is the world's largest direct sales company, generating 13.6 billion euros with more than 33,500 sales reps in more than 80 countries.

Würth is mainly trading with assembly and fastening materials and tools (> 100,000 products). Würth is 100% family-owned, and with >20% CAGR of sales, a true entrepreneurial story.

**THE PRICES:** A high-quality screwdriver for each member of the winner team

## YOUR HOSTS



**Martin Schäfer**  
Managing Director,  
42 years with Würth  
Germany



**Dr. Steffen Greubel**  
Member of the Central  
Managing Board of the  
Würth Group, five years with  
Würth, previously 14 years  
with McKinsey & Company

## YOUR APPLICATION

We are looking forward to your application including an up-to-date CV and a short letter of motivation. Please register at [www.bwl.uni-mannheim.de/business-event](http://www.bwl.uni-mannheim.de/business-event)  
**Please submit your application before October 6, 2019.**

Workshop attendance is limited to 20 MBA and Master students with a business focus (e.g. MMM, MA Culture and Economy/ Business Education/Information Systems...)

The workshop will be conducted in English.