



Mammut Sports Group AG
Birren 5
CH-5703 Seon
5th November 2016

Dear Patrik,

We recently spoke about providing a reference for the incredible work we have done together since early 2014. Please find below a summary of the work achieved so far.

ALPINE & Navigation Break

Patrik designed and created ALPINE a 6 step selling process to educate our sales associates to provide exceptional customer service. Patrik designed a simple and effective way for the sales associates to engage with the customer and lead them through the buying journey to the point of purchase and beyond.

Patrik has combined his creativity with a solid academic foundation and layered in the dynamics of human behaviour to focus on the connection to the customer, using story telling techniques and engaging the 5 sense to ensure every customer has the opportunity to purchase the right product for their adventure.

We have run this program now in 5 languages around the globe to deliver a consistent customer service ethic to our store associates. Patrik balanced the strong DNA of the Mammut business with strong tried and tested sales techniques and has supported us to grow our key performance indicators in our stores globally.

In addition Patrik created a follow up coaching program for Area Managers to observe, monitor and coach the behaviours in store with the Navigation Break follow up program. This allows our Area Managers to focus on coaching and supporting each staff member to improve and develop on the ALPINE training in their own home store and improve performance where and when it is required.

DISC and 7 Summits

The brief that I gave Patrik was to design and develop a training program for our retail leaders, the Area Managers and Retail Managers who are leading our stores globally to achieve ambitious sales goals.

This training has taken the teams through 7 modules based on the DISC typology method to focus on communications skills, energy management, internationalisation, change management, team work and other key skills that a leader in the field needs to deliver a complex job role and drive exceptional performance.

Using the DISC typologies as the foundation for the 7 summits has given a firm theoretical core for each work package and Patrik has on every step given real life examples of how to apply the learnings.





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Working with Patrik:

I have worked with Patrik for the last 3 years, and he has been an incredible partner, he really is a member of my extended team. He understands our brand, our DNA and our unique premium technical product. He has taken my ideas and created the reality, using his experience grounding the whole program with solid academic theory and giving real life examples of how to apply the techniques.

Patrik has a network of amazing trainers that he partners with to add in elements when required.

Mammut Sports Group AG, Seon, the 5.11.16

Esther Woollett, Head of Retail



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Absolute alpine.