

Consulting News

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« A real encounter can happen in a *single moment*. »

Anaïs Nin

01 Editorial

We have an exciting new year ahead of us, for which I sincerely wish you all the best - both personally and professionally, in big and small ways. The year begins as a grateful opportunity to tread new paths and leave the beaten track. Things that do us good and seem right can stay that way. For me, for example, these are my principles for success, which have developed over the years from my experiences. I want to share these with you this year. I hope they can be a source of inspiration for you.

Yours, Monique Fischer

02 My Principles of Success: # 1 Mindset

The mindset describes a person's way of thinking, beliefs, behavioral patterns, or inner attitude. We cannot take any practical steps if we are unclear about this. My mindset is to look at things positively without losing objectivity or underestimating „dangers.“ I try to re-evaluate negative situations or events that are perceived as „failures.“ Because they always have something positive in them. However, we usually only realize this later.

My Competence

03 Why sales staff deserve more appreciation

Selling is a complex relationship between two or more parties that demands the highest communication, persuasion, and relationship-building standards. Understanding customers' needs, offering customized solutions, and gaining their trust are essential parts of this process. To keep a company running, existing customers must be satisfied, new customers must be acquired, and all of them must be retained simultaneously. To me, this sounds like a significant challenge and an incredibly vital task that sales staff face daily at the point of sale. That's why I ask loudly why they receive so little recognition and appreciation for their work.

Read my new blog post

04 What women really want

The representative bonprix Fashion Report 2023 has delivered some exciting results. For example, trends are (and will be) playing less and less of a role. Most women surveyed (94%) said they buy what they like - regardless of trends. Most describe their style as predominantly casual and particularly love the color black. Favorite item: the sweater. Three-quarters find the issue of sustainability in fashion very complicated and are often unsure what sustainability means. Retail expert and futurologist Theresa Schleicher sees the results of the study as confirmation of overarching trends in society: „Consumers are becoming increasingly aware of what they buy and consume. At the same time, they long to express diversity, modernity, identity, and cultural variety with selected clothing items.“

Two factors become very clear to me from the results: Education - aspects of sustainability need to be communicated even more clearly. Service - customers need even more personalized advice.

My Competence

05 Ask me anything – my answers to your questions!

In this video, you can find out what change management means to me, what role creativity plays in managing employees and what mistakes I won't repeat again. Let's learn from each other and be inspired! I am very eager to hear how you would answer these questions.

Let's learn from each other!

Consulting News WORLD!

Karl-Lagerfeld-Boardwalk

The city of Hamburg is planning an approximately 155-metre-long footpath and hiking trail along a canal in the city center that will be named after the internationally renowned designer. Karl Lagerfeld himself enjoyed shopping here, especially in his favorite bookstore. The opening might be on February 19, 2024, the 5th anniversary of the fashion star's death.

PUMA composts RE:SUEDE sneakers

The usual industrial composting process had to be helped along, but in the end, the sneaker was turned into compost. Puma will now drive forward the innovation work with the partners to develop a suitable process for a commercial version of RE:SUEDE, including a take-back program.

Holiday sales: Merry Christmas...?

Business in the retail sector was unfortunately significantly worse than in 2022, Stefan Genth, Managing Director of the German Retail Association (HDE), told the German Press Agency. This also applies to the clothing sector. In Switzerland, on the other hand, more was spent on Christmas gifts than in previous years. This is indicated by cashless payments, which reached a record level in the lead-up to Christmas, as the latest data from Monitoring Consumption shows.

