

# Consulting News

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Marie von Ebner-Eschenbach

„There is only one proof of ability: *doing.*“

## 01 Editorial

There are no rules that lead to success. Every brand, every company, every person is unique - with its own history and its own DNA. It, therefore, makes little sense to imitate others. But it can make sense to have role models whose successes inspire us or whose failures show us how not to do things. For me, true success is staying true to yourself and going your own way. In this way, we can even succeed in becoming our own brand. Would you like to know what has become part of my brand? Then, look at this [video](#).

What makes you special?

Your Monique Fischer

## 02 You are not a leader. You become a leader.

Leading people is a wonderful task and a great challenge at the same time. Managers are on the front line and are responsible for employees, company processes, and achieving the goals of their department or company. Being a good leader requires a combination of skills, experience, and personal qualities. Furthermore, leadership is essentially a question of mindset. There are questions that you should NOT ask yourself on your way to become a leader, and questions that you should ask yourself. Read my new blog post to find out what these are and what impulses I would like to give you as a helpful guide on the path to becoming a successful leader.

[Read the blog article now](#)

## 03 TOP: Friendliness of staff. FLOP: Too little space.

A survey conducted by the EHI Retail Institute and KPMG shows which factors motivate consumers to visit a retail property. Unsurprisingly, price (54%) and the product range (46%) play the biggest role. For 29% of respondents, the accessibility of the store - with or without a car - is decisive. The amount of parking fees also plays a significant role here. However, 25 percent of customers cited friendly staff as the fourth most important motivation for going to a retail store! This high percentage surprised me somewhat, but also pleased me. After all, this statement confirms how important the human factor is in bricks-and-mortar retail and, therefore, represents a major competitive advantage over e-commerce. Inside the stores, customers are particularly bothered by narrow aisles and insufficient space (53%) as well as poor ventilation (44%). So, remember that „quality over quantity“ is often the better offer for your customers and it's better to ventilate more than less. Further information on the study can be found [here](#).

## 04 Five questions that Chief Sales Officers (CSOs) should ask themselves

In sales and management, it is crucial to ask the right questions to keep your company on track. The third question that has emerged from my many years of experience is: Does the sales team contribute to the company's overall strategy? Weigh up this question objectively and find the levers where you can still make a difference.

## 05 Success Principle #8 Patience

We can't do something big every day. But small steps that we take every day can make a big difference. I have internalized that I can change things every day by starting with myself. It's usually small steps: a gesture that steers the conversation in a different direction, a smile for someone I don't immediately like, or an open attitude toward ideas that I reject. Looking back, I often find that it was these conscious changes in behavior that led me to success.

[My Philosophy](#)

## 06 Experience the „Festivalito di Tango“

Tango Argentino is my great passion! At the „Festivalito di Tango“ I would like to share my passion and love with tango friends from all over the world. It is said that Cipressa, the enchanting village in the very west of the San Lorenzo Valley in Liguria, is one of the most beautiful villages in Italy. Here, you will not only find Italian culture, beautiful views, beaches, and mountains, but also a very special luxury: authentic people, genuine encounters, and deep connections. Even if you don't dance tango, the magical atmosphere will enchant you. In the Chiesa Fortezza di San Pietro in Lingueglietta, a unique religious monument from the 13th century, we will celebrate life from October 4 to 6. I cordially invite you to join us.

[Register](#)

[@festivalitoditango](#)

## Consulting News WORLD!

### Hugo Boss wants to become more independent

This is why the fashion group will once again have more production in Europe and America. Due to geopolitical tensions, the company wants to become more independent in terms of procurement and production. In addition, it is no longer appropriate to ship goods from one continent to another.

### Ivana Helsinki: „No Social Media.“

Two years ago, the luxury fashion brand decided to turn its back on social networks and focus on art and real encounters instead. Apparently, without suffering any damage, sales have doubled in the last two years. According to founder Paola Suhonen, sales have doubled in the last two years.

