

Consulting News

Issue 42
June 2024

- 01 Editorial
- 02 Now is the time for a transformation to „better and better“
- 03 Environmental impact of online orders
- 04 Five questions that Chief Sales Officers (CSOs) should ask themselves
- 05 Success principle #6 Asking questions



Marie von Ebner-Eschenbach

« We underestimate what we have and overestimate what we are.»

01 Editorial

People keep asking me - especially young people - how I got to where I am today. Do I see myself as a businesswoman? As a top manager? Not exactly! My path has not been as conventional as many people probably think or as my CV suggests. That's why I've talked about my career on [social media](#), from my studies to fashion school to becoming a certified supervisory board member. The most important thing for me was, is, and remains: staying true to myself and working towards my goals.

Your Monique Fischer

02 Jetzt ist die Zeit für eine Transformation zum «immer besser»

What makes a successful company today? Of course, it must be about turnover and profit because that is the only way a company can survive. Increasingly, however, it is also about creating new values. We need to transform from „more and more“ to „better and better“. This requires a clear profile, goals, values, innovative strength, perseverance, and determination. And: a company can only be as good as its employees. Companies that promote talent and create a supportive working environment are more productive and better able to meet the challenges of a constantly changing business world successfully.

[Read the blog article now](#)

03 Umweltauswirkungen von Onlinebestellungen

The „Study on the environmental sustainability of online retail in Germany“ by Bevh and the Fraunhofer Institute for Systems and Innovation Research ISI shows the overall climate-related environmental impact of online shopping in detail for the first time. A „standard“ parcel delivery to the front door caused an average of 1,421g of greenhouse gases in 2021. This corresponds to around nine times the emissions of a passenger-kilometer driven in a car with an internal combustion engine. However, the amount of greenhouse gases an order generates depends on the individual's case. They vary between the hypothetical „best case“ and the „worst case“ of 469g to 4,426g. In the worst case, this would be around 30 times the weight of a passenger kilometer traveled by car. Effective countermeasures could include electric delivery vehicles, merging logistics companies in rural areas, bundled delivery to parcel stores and packing stations, reducing packaging material, using reusable shipping bags, and using renewable energies. My recommendation: Use this information to raise awareness among your customers.

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. Five questions have emerged from my many years of experience that Chief Sales Officers (CSOs) should ask themselves. In this and the following newsletters, I will be happy to explain them to you.

Question one: How do we sell?

A deeper understanding of how your company sells its products or services is critical to success. Inquire about sales channels, decision-making processes, and customer focus. If there are discrepancies between the sales approach or channel and the target group, you will find a valuable conflict in your sales strategy.

Do you have an answer to this question?

05 Success principle #6 Asking questions

I am asking questions to understand why things happen instead of simply assuming something or judging people and talking to each other, not about each other. We usually think we know what others think. But we are often entirely wrong. We only realize this when we ask questions. We should ask many more questions to prevent misunderstandings: „What exactly do you mean by that? Why do you see it that way?“ This not only broadens our horizons but also helps us to get to know and understand other people better. This is the basis of good communication and, therefore, a good relationship.

[My Philosophy](#)

Consulting News WORLD!

Switzerland: Fair Fashion Award

Swiss Fair Trade and the Amphora Foundation want to use the award to spotlight exemplary companies. These could then serve as a source of inspiration for other companies. This year, the focus is on transparency. The prize is endowed with CHF 20,000. The deadline for applications is June 30.

Travel Books by Louis Vuitton

The French luxury fashion house's travel book series, each volume illustrated by international artists, is publishing two more editions. Amsterdam is staged by the French author and illustrator Laurent Cilluffo. DJ and graphic designer Atak from Germany show Indonesia through his eyes.

