

Consulting News

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“Growth and comfort cannot coexist.”

Ginni Rometti

01 Editorial

The quote from Ginny Rometti, former Chairwoman, President and CEO of IBM, that prefaces this newsletter means a great deal to me. It could not be more fitting for my path. Further development requires courage, curiosity, and the willingness to face new challenges - even if they are uncomfortable. It was anything but comfortable when I decided to set up my own business a few years ago or only recently took the plunge to become a certified supervisory board member. New responsibilities, challenging learning content and the exchange with experienced experts challenged me and allowed me to grow. Today, I know that anyone who settles into a comfort zone is stuck. I am proud of my path and look forward to using my knowledge and experience to strategically support and help shape companies.

Your Monique Fischer

Vertriebs News **WELT!**

TikTok Shop now also online in Germany

With just a few clicks, users can buy products they see in videos and live streams directly in the app. For youth and data protection reasons, the store is only available to buyers aged 18 and over.

No spring without retro sneakers

Sneakers are an absolute must for the spring/summer 2025 season. During Fashion Week, many fashion icons appeared in these casual shoes. Particularly popular: creations made of suede, whether from classic labels such as Adidas or in exclusive designer versions.

02 Retailers see advantages in selling pre-loved products

This was revealed by a survey of retailers conducted by IFH Cologne. Almost half agree that this allows goods to be offered at a lower price and creates new sales potential (43%). In addition, differentiation potential is seen through sales. For example, offering used or refurbished products can help retailers to stand out from others and thus gain a competitive advantage. How do you feel about this?

Contact

03 Impulses for increasing customer lifetime value

We live in a data-driven age where marketers can track almost everything from emails and social media to website visits and sales. This data provides valuable information about customers. It gives detailed insights into the individual touchpoints of the customer journey from start to finish. In addition, it is possible to measure the total value of individual customers, the so-called Customer Lifetime Value (CLV). It describes the total value that a customer brings to the retailer throughout the entire business relationship with the company. CLV is a long-term indicator of the health of a company.

Read more



04 The path to leadership: Stay authentic and keep developing yourself

As a true leader, you are authentic and allow yourself and your employees to grow and develop.

My Leadership trainings



05 The “Hidden” master plan of ruin: Surround yourself with employees who know less than you!

Do you like having yes-men around you? Sure, who wouldn't want that? After all, contradiction only slows down your genius. But real success requires much more. It requires a diverse team with different specialist skills, critical thinking, and initiative. Instead of yes-men, you need people who accept challenges, bring in new perspectives, and develop innovative solutions together. Because true innovation does not come from blind obedience, but from the exchange of different talents!