WE CLEAR UP A PREJUDICE: VIRTUAL TRAINING IS HIGHLY EFFICIENT!

Wir räumen mit einem Vorurteil auf: Virtuelle Trainings sind hoch effizient!

Kerstin Alert & Anja Große

Beiersdorf
ABOUT US

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FACTS & FIGURES

INVENTOR of modern skin care

Founded in Hamburg in 1882

Business segments CONSUMER and TESA

DAX listed company

More than 20,000 employees worldwide

More than 170 affiliates
OUR BRANDS

Beiersdorf

[Brands logos]
OUR EMPLOYEES

OUR WAYS OF WORKING

AGILE work

NEW WORK
Starting from grass-root initiatives

FLEXIBLE & HYBRID work

CROSS-FUNCTIONAL work

JOB SHARING

Continuous LEARNING
WHY WE USE VITERO?

We started our journey with Vitero in 2018

• Increasing need of Beiersdorf academies of webinars and interactive virtual trainings in a **global and cost driven** business environment

• Purpose to **simulate a real Classroom situation** in a virtual environment which allows trainings of **high quality and motivates all participants**

• Option to **integrate immersive learning** via VR/AR/MR for improved visualization of learning content using 3D animations, images and videos

Covid 19 situation **accelerated introduction** in 2020

Initiators of the Vitero project

- Christine Schurzfeld
- Anja Große
- Viktoria Mut
HOW WE USE VITERO TODAY

Vitero is the virtual classroom solution at Beiersdorf!

- **Two Vitero rooms**: Booking via our internal event management system
- **Trainings and organization by our Conference- and Event Management team**
- **Sponsors**: Corporate Learning and Compliance

**Business cases and users**

- Mainly used for **training and interactive workshop sessions**
- Info and creative sessions, e.g. in projects
- **Power User in 2021**:  
  - Beiersdorf academies - Global Sales, Supply Chain, Compliance, Legal, Health care, Accounting  
  - Several workshops across many functions and affiliates
BUILDING THE CAPABILITIES
to enable the delivery of Sales Excellence across all markets

Beiersdorf
Covid 19 accelerated the digitalization of the Sales Academy.
DIGITAL IN 2020/21

Virtual Classroom  E-Learnings  Webinars  SharePoint
VIRTUAL CLASSROOM - KEY SUCCESS FACTORS

Be ready for the new normal and create a virtual place for shared experiences in vitero classroom - close to the classroom!

Learning Package: Workbook and Toolbox
Presentation and Role Play
Groupwork
Interaction & Engagement
# VIRTUAL CLASSROOM - ACTIVATION EVERY 5 MINUTES

<table>
<thead>
<tr>
<th>Module/Exercise</th>
<th>Topic</th>
<th>Activity</th>
<th>Learning Goal</th>
<th>Objective</th>
<th>Slides</th>
<th>No of Slides</th>
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**HIGH LEVEL OF ENGAGEMENT from all participants**
PROFILES OF SALES PEOPLE

Hard Worker
- Always willing to go the extra mile
- Doesn’t give up early
- Self-motivated
- Interested in feedback and development

Relationship Builder
- Builds strong advocates in customer organization
- Generous in giving time to help others
- Gets along with everyone

Reactive Problem Solver
- Reliably responds to internal and external stakeholders
- Ensures that all problems are solved
- Detail-oriented

Challenger
- Always different view of the world
- Understands the customer’s business
- Loves to debate
- Pushes the customer

Lone Wolf
- Follows own instincts
- Self-assured
- Difficult to control

Source: CEB Sales Leadership Council
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Source: CEB Sales Leadership Council
...why not make the new Invoice Price the same as the Net Net Cost Price to make life simpler?

**PROS**

Why might it be a **good idea**?

**CONS**

Why might it **not** be a **good idea**?
...why not using virtual classrooms instead of in person classrooms also after the Covid 19 crisis?

What are the **advantages**?

What might be the **disadvantages**?
KEY SUCCESS FACTOR: GLOBAL REACH
SOME TRAINING IMPRESSIONS

SALES FINANCIALS TRAINING

July 2021
SOME TRAINING IMPRESSIONS
HOW OUR EMPLOYEES LEARN
FEEDBACK FROM OUR PARTICIPANTS

5.4 on a 6.0 scale
5 very good, 6 excellent

The great training platform (Vitero) which allow us to participate actively. Group work session which allow us to learn as much as possible from each other. Able to know each other during the training session whereby participants came across different countries.

The adaptation to have a training in this new "Pandemic" reality is excellent, the simple content and exercises made easier to understood the main objectives of RGM.

Really good training with a scope to the Beiersdorf way. Tool is great (Vitero) Split to non full days is helpful.

Love the Training!

How the virtual training was held - it's virtual at its best. The overall knowledge sharing, and efforts put in by the everyone, it's not "just another" workshop.
KEY TAKE AWAYS

EMBRACE THE NEW NORMAL
Create highly interactive learning experiences in the virtual classroom

OFFER VARIETY
Use another virtual environment and the wide range of tools

INCREASE YOUR TARGET AUDIENCE REACH
Train participants in many countries simultaneously
THANK YOU

Beiersdorf