

BEI-Training - an international training company

BEI-Training International (BEI = Business Education International) is an international training organisation located in Nuremberg, Germany. The company specialises in the training of people skills. The training programmes use extensive practise and workshop sessions to focus on the skills and techniques that are necessary to cope with the challenges of business and personal life.

BEI-Training offers training programmes in four areas:

- Sales
- Service
- Management
- Personal Growth

BEI-Training currently is situated in 6 European countries. All seminars are conducted in the local language by local trainers keyed to the local business culture. Thus, BEI-Training is able to offer European-wide harmonised training programmes on a high quality level.

Long-term relationship to guarantee measurable success

BEI-Training is building long-term relationships with its customers supporting them in their ongoing success. Co-operation starts with an analysis of their specific training needs. Together with the customer a customised training curriculum is selected. Each employee chooses the training programmes that are appropriate for his or her personal progress.

Most programmes are conducted one day per week over several weeks. Thus, trainees have the opportunity to practise new skills and techniques in their daily business and add new skills in subsequent sessions. Trainees make a contribution to the cost of their training. This ensures active participation in the training and a motivated application of the ideas and techniques.

BEI-Training trainers have extensive business experience. Thus, business owners are trained by business owners, managers by managers, sales staff by sales experts, support staff by staff trainers.

Expansion by franchising

The target group of BEI-Training is small and medium sized entrepreneurs such as financial services, retailers, wholesalers, real estate, insurance, and independent professionals. The focus is on independent companies and franchisees belonging to various national and international franchise networks.

About us



In order to eliminate the need for travel and to facilitate the ability to follow-up, coach and mentor during and following the training, BEI-Training is establishing a system of 400 franchised regional training centres throughout the European market over the next five years. This growth concept combines a fast international expansion strategy with the advantages of independent, entrepreneurial, local franchisees who can meet the needs of their customers.

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