

“People skills” through the franchise network of **BEIGROUP**[®]

Within many companies continuing education for employees is an important subject. The number of seminars offered is nearly endless; therefore, it is very important to make the right choice in order to improve performance and make the investment worthwhile. **BEIGROUP**[®] Business Education International guarantees success.

BEIGROUP[®] operates in 15 countries and conducts seminars in the local language and according to local business practices. In all countries **BEI** delivers the same high-quality standards.

In April 2002, **BEIGROUP**[®] decided to build a franchise network in order to minimize the travel time and expenses of its trainees. Their goal for the next few years is to establish 90 new training centres in Germany and Austria. In 2003 four new master franchisees and five regional franchisees joined the network within Europe.

BEIGROUP[®] is an international training company with its headquarters in Nuremberg, Germany - specialised in providing people skills. The training programmes are focused on teaching, practising and changing the skills and techniques, essential for a successful and satisfying business and private life.

The target group of **BEI** is small to medium-sized companies with up to 250 employees, in markets such as financial services, retail sales, real estate, insurance companies and professionals. The focus is on independent entrepreneurs as well as on companies that belong to national and international sales, service and franchise networks. Together with the client's management **BEI** will determine the training requirements for the company. Based on these requirements a training schedule customised for the client's employees will be arranged. The training programmes are all conducted in units of one or two days. To ensure that the employees are motivated and participate in the training voluntarily and actually put the ideas into practice, part of the training cost is paid by the employee himself.

To achieve measurable success and to build long-term customer relationships **BEI** attaches great value to follow-up. After the seminar the trainer visits all his trainees at their work place to discuss the training success and to talk about further steps.

More information is available at www.bei-group.com.