

Success through Breakfast Meetings

The international training organisation, **BEIGROUP**[®] GmbH Business Education International, located in Nuremberg, Germany, specialises in the training of people skills. The company currently provides training in 15 countries and is planning to establish a franchise system of 400 regional training centres throughout the European market over the next five years. **BEI** focuses on teaching and improving skills and techniques. During the first couple of months of the current business year, the company expanded by eight new franchisees and master franchisees.

"This shows that **BEIGROUP**[®] offers very good answers to the crucial questions of the training industry. The trainees of various small and medium-sized enterprises confirm that the training programmes and the services offered by the trainer - e.g. through regular follow-up - excels their expectations by far," says the company's speaker Birgit Mauroner.

On a regular basis **BEI** arranges Breakfast Meetings where franchise prospects have the opportunity to take a first look at the company's concept without any obligation.

Eighty franchised training centres are planned for Germany. The next Breakfast Meetings will take place during the second half of August.