

THE
HUB
THE BUSINESS AND CAREER MAGAZINE

4 / 2017

THE RISE OF
START-UPS



Digital customer journey • Fitness fall tips • SELLBYTEL in Puerto Rico
Marketing secrets 101 • Business photography • Starting over
Artificial intelligence: interview with Frank Wolfram of BBDO





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EDITOR'S WORD



Have you always wondered, when would be the ideal time to start your own business? Well, according to our article on the rise of start-ups, it is right NOW. The HUB's fourth edition also gives you some inspiring ideas on how to start over, make change happen as well as how to stay fit at the office and beyond this fall.

Everybody's talking about artificial intelligence, and so are we: don't miss out on our interview about AI and its impact on marketing with the Chief Digital Officer of the BBDO Group Germany, Frank Wolfram. Another exciting article will guide you through the increasing digitalization of the customer journey.

You can also look forward to an exclusive recap of our first AI Day in Nuremberg, an inspiring success story from one of our colleagues, valuable application tips, fun activities to do in Prague, and much more.

What about giving your professional career a new impulse? We have countless opportunities for you to choose from – worldwide.

Enjoy exploring our fourth edition of The HUB!

We'd love to hear what you think, so make sure to send your feedback, comments and questions to TheHUB@sellbytel.com.

Dr. Henning Krahn
Head of Human Resources, SELLBYTEL Group

    #sellbytel_group

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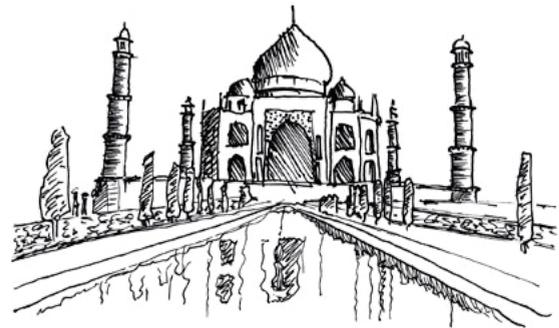
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SHORT NEWS

Information from all around the (SELLBYTEL) world

WORKSPACE FLEXIBILITY

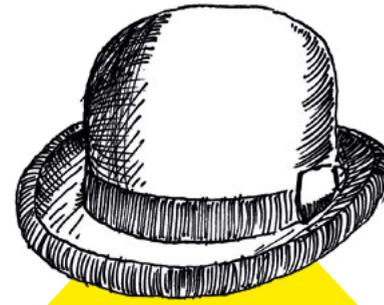
You probably guessed it: workspace flexibility is one of the hottest IT hiring trends. It allows employees to work remotely but at the same time use office space as needed!



Did you know?

The country with the highest rate of vegetarians consuming an animal free diet is India with up to 40% of its population. In 2014, the city of Palitanan in the state of Gujarat became the first all vegetarian city that banned all meat based products.

Our top 3 social media influencers to follow:



Did you know?

The UK is the country with the highest rate of start-ups within the past 10 years with an increase of over 40% from 2016 compared to 2007!

Most visited city in 2016

Bangkok was the winner in 2016 with 21.47 million overnight visitors.

Prague, our featured city in this issue, ranked 20th so make sure to visit this beautiful capital.

SELLBYTEL on social media:



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Interesting stats for start-ups

95%

of entrepreneurs have at least a bachelor's degree

77%

of businesses start with personal finances or savings

75%

of businesses pay for boosted Facebook ads

50%

of start-ups have virtual offices and remote teams

18%

Highest growth rate of start-ups: accounting and tax preparation services

THE RISE OF START-UPS



According to various economic news, NOW is the best time to start a business and succeed. Start-ups have been on the rise for the past decade. While some remain at (and wish to retain) that status, others have grown with huge success. Some steady, at a slow pace but continuously, others have become a huge success within a short timeframe and remained leaders in their field.

Start-ups are thriving, from the U.K. to China to South Africa. With over 40 start-ups that have achieved unicorn status in 2016 (company worth has reached one billion), demands can change as quickly as overnight. Companies like Uber, HelloFresh, Home24, or the absolute record held by Jet.com, which has reached the one billion valuation within four months after the company was founded.

Start-ups are usually defined as a new company offering a new service or product that is repeatable (has future potential by replicating the service or product in the next weeks / months / years). What distinguishes a start-up from any other new company that registers its business? Start-ups will either grow relatively quickly and turn into highly profitable companies, remain at a certain mid-level once desired growth has been reached (and then will not be considered a start-up anymore) or in some cases, they fail.

There are also clusters of start-ups thriving in

certain areas. Besides the classic hotspots that have become somewhat of start-up cities, like London or Stockholm and Berlin, the latest start-up hotspots include cities like Paris or Dubai. Paris is now leading in numbers of venture-capital funded tech start-ups (with a capital flow of 2.7 billion in 2016). While traditionally viewed as a rather difficult location for entrepreneurs due to tight labor laws and relatively high taxes, the mindsets (and tax relief given to start-ups) have changed within the last year. Another main problem, sometimes preventing European tech start-ups to grow quickly, is the European attitude towards investments, which is a bit more conservative. The biggest influence for a shift clearly came from graduates, with every fifth graduate reportedly willing to launch their own company. But it's not just any industry that seems to flourish in Paris. Due to the focus of the educational institutes and investors in the area, it has now become a hotspot for "deep tech" inspired ventures. AI, machine learning and big data, which almost 80% of the new start-ups in Paris are focused on, are the leading industries.

Dubai has become another surprising new start-up hotspot. Aside from smartphone related services or oil and finance focused industries, start-ups were previously not necessarily viewed as a leading business venture. The most important game changer might be the very young, wealthy and extremely tech-oriented population in many

5 companies that went from start-up to leader

wework

From its founding days in 2010 to an 18b valuation within just seven years

Pinterest

First images were uploaded on this social media platform in 2010, now Pinterest has reached an 11b valuation

SPACEX

12b dollar valuation reached from 2002 to 2017

Dropbox

Reached a 10b valuation in 2014 after being founded in 2007

Spotify

Founded in 2006, now valued at a staggering 16b

Arab countries. According to Bloomberg, 3 billion USD were invested into start-ups in the Dubai region in 2016 by Middle Eastern investors.

With the e-commerce platform souq.com, the first unicorn was founded in Dubai. Highly successful companies like Careem (a car hire service that was founded in 2012 and now operates in 53 cities in the Middle East, North Africa and South Asia) will further inspire local start-up and investment growth. Young entrepreneurs with a dream and a vision, like former McKinsey & Company employees Mudassar Sheikha and Magnus Olsson will continue the local tech growth.

New areas that are growing into hotspots for new ventures also bring light to the challenges start-ups can face, as they might be different depending on the culture or economy of the country. For example, in the U.K. alone, it is estimated that a workforce of over one million is driving the start-up sector. Collaborations are more important than ever, and they not only play a major part in areas like social media management or marketing, but also when it comes to funding the enterprise or new innovations. Considering that 80% of start-ups fail within a year and a half after their start due to a lack of funding, this is a major point. Planning the right type of investment and finding funding through the right sources, is possibly the most important obstacle for start-ups. The most common option is often finding funding through various platforms like wefunder.com, seedmatch.com, seedrs.com or microventures.com. But this is certainly not the only option available and there are other financial sources available, like grants or government supported loans. Funding from governments or similar institutions is particularly relevant for start-ups working on new innovations in areas like renewable energies, healthcare or biotech.

Recruitment and training of highly skilled personnel can be a challenge as well. Start-ups can feel overwhelmed quickly with the multitude of tasks they are faced with. From administrative to financial and legal – all on top of promoting, selling and producing their initial product. The need for demand generation and sales support can also change. After the initial growth spur experienced by a start-up, the slow and steady growth that follows usually requires a different approach in order to generate a demand for their product or service. Customer service and the need for tech support might also increase rapidly once a product or service is launched and introduced to new markets. Finding the resources to handle a



change in call volumes or support tickets quickly can be difficult.

Start-ups increasingly include (or sometimes are entirely based on) remote employees and teams. Good communication can become a key factor in the success of a quickly growing venture. Utilizing all available tools and technologies available can help new companies succeed.

Many challenges can be overcome by hiring reliable, well trained, virtual teams or employees. Various apps and services like Skype, GoToMeeting, Slack, Zoom, etc. have opened new doors to training and communication possibilities for start-ups.

Is outside help the key to growth?

“56% of small business owners expect to grow revenue by improving their existing customer experience and retention.”

(source: startups.instaprint.co.uk)

Very few start-ups have the teams, knowledge or capacity to hit the ground running. From sales experts to marketing professionals, finance and customer service – some very important areas might be neglected due to a lack of internal resources. Focusing and re-focusing continuously throughout the growth process on the changing factors that matter is very important and professional service providers can support in various areas.

Which tasks could be effectively managed externally will depend on the nature of the start-up and the direction it is aiming for. If marketing is perfectly handled in-house due to the expertise of

a team member, maybe the development of an app can be done by an expert hired on a freelance basis remotely anywhere in the world. On the other hand, if the core expertise of the company is the tech and development, maybe the customer service component to handle incoming requests is the best option for hiring external support. Start-ups can benefit from an outsourced service in a variety of other ways. Offering services in many countries in various languages and time zones by trained experts is extremely difficult to implement internally during a growth phase. Delegating a variety of tasks, or a single task, to a highly specialized external provider, can open capacities for start-ups to focus on their core strengths and the roots of their operations. By utilizing excellent communication and collaboration tools, this will also allow

entrepreneurs to stay up-to-date and involved in daily operations. Many highly successful companies have built their growth with the help of external service providers or freelancers. Skype utilized the expertise of developers in Estonia and Proximate Global Inc. moved its customer service to an external provider in order to cover various languages, time zones and countries.

2017 will clearly be another year to be amazed by the extremely successful performance of many new companies.

Artificial intelligence is predicted to be the industry with one of the highest expected growth rates for the next few years - maybe there really is no better time to become a successful entrepreneur!

Hanni Guerra

10 companies that grew considerably by outsourcing



Outsourced their app development and other business services



Many solutions in the early outsourcing stage were outsourced



Virtual teams were hired for development jobs



Developers all over the world helped with the creation and implementation of the web browser



Hired an overseas company to provide talents needed to start its operation



Employed external help to aid with maximizing funding during strong growth phase



Employed remote and virtual staff worldwide to cover growth in all locations



Employed developers in Estonia



As an outsourcing and freelance business, they took their own advice and grew by outsourcing various parts of their tasks



Employed outside support in building the platform

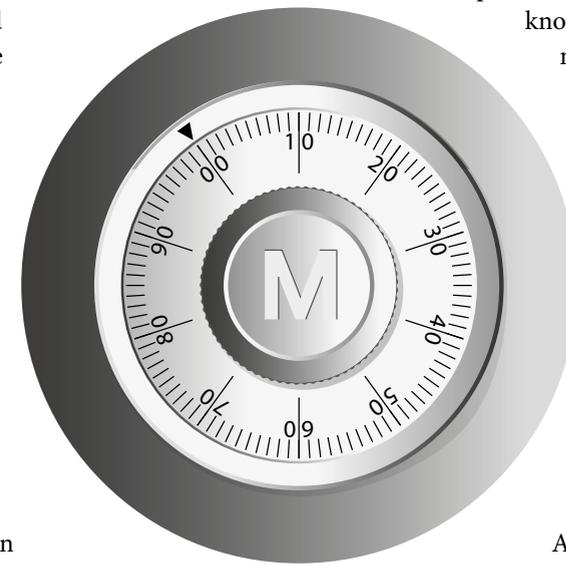
MARKETING SECRETS 101 **Stick to your promise!**

In the interest of gaining readers, followers, fans or customers altogether, many marketing strategies include creating a killer story, headline and marketing plan to go with the initial idea! So far so good, you got this!

Now imagine that half of the crowd you want to impress and win as a loyal customer, takes you up on your headline that created a real buzz!

After you have created valuable and shareable content with a pretty unique message, following through with your message is really important. Is "the" thing that you do better than anybody else, and that you want to market aggressively, absolutely stellar customer service? Then set the goals which you want to communicate to your customers and make sure you honor those. Remember to be very clear in your message and don't over promise. Be realistic and transparent with your customer and your own expectations.

Do you promise a reply within 24 hours on any inquiries? Answer within two hours if possible, surprise your customer with the promise you have made. If you know that your office will not be occupied during the weekend, do not promise customers a 24/7 reply service to their inquiries.



Remember, unhappy customers who were let down on a promise will, on average, tell 20 people about their disappointment. A customer who was delivered, for example, a much faster service than expected, will tell four people about it, on average. However, this positive message has a lot of value in transforming a potential customer into a loyal customer.

Hanni Guerra

FITNESS FALL TIPS

How to stay fit at the office ... and beyond



One thing in life is certain: change happens constantly. Nature reminds us of this all over again with its rhythm of seasons. It seems like we just started to get into that summer vibe, sipping on cocktails and enjoying some much needed sun after a busy day at the office. Before we know it, we're in the middle of fall, putting on a few more layers of clothes and replacing that refreshing drink with some hot tea.

Fall is a season that is all about transition. The leaves on the trees change, days are shorter, and temperatures cool down quite a bit. Particularly the latter can take its toll on our immune system.

While this is a favorite time of the year for some, it also leads to feelings of stress and a lack of commitment to health and fitness for others. Thankfully, there are so many things you can do to stay fit, healthy and have lots of fun at the same time – even when temperatures plummet.

Here are a few go-to tips that will help you eat healthy and stay energized this fall season – both in the office and outside.

Buy seasonal food

The start of a new season is the best time to adapt your diet. Why don't you embrace the delicious foods fall offers, like fresh pumpkins, parsnips, sweet potatoes, apples, pears, figs, elderberries or cranberries? Get creative with a yummy pumpkin soup, roasted root veggies, cranberry chutney,

baked sweet potatoes, caramelized pears or crunchy apple pies.

Eat your fall colors

Fall is the time for warm, earthy colors, like deep greens, dark yellows and brilliant oranges. The same goes for fall foods, which are often vibrant, super nourishing and very colorful. As a rule of thumb: the more colorful the fruit, the greater its benefit for your health and immune system.

Boost your immune system

A change of season is the ideal time to boost your immune system. Take a look at mother nature, it provides you with all the natural immune boosters you need: drink plenty of fresh water, eat raw foods, garlic, Manuka honey, and make sure to stock up on probiotics, vitamins B, C and D as well as zinc.

Another powerful way to boost your immune system and keep strong is through gentle exercise.

Get sporty

Cooler temperatures are the worst excuse not to go out and move. Now is the time to get strong and prepare yourself for the colder winter months. Rather than constantly hiding indoors like a hibernating bear, go to the gym, join a yoga or dancing class. What are you waiting for?! And if you need even more motivation, just imagine how much more energized you will feel

and how you much better your fitness level will be staying fit in the colder months.

Align with the season

As the season shifts, it is key to allow yourself to make new choices and changes in your lifestyle. Take the shorter days and longer nights as the perfect opportunity to really look after yourself and give yourself a lot of me-time. Spend time relaxing at home, have some early nights in, catch up on some sleep, watch a movie, try a new vitalizing exotic herbal tea, or start reading that book you've always planned on diving into.

Remember, fall is a great time to slow down and reflect. Make this your time to nurture yourself with fresh seasonal foods, work-out and live in tune with yourself and nature. This is a really simple way and a great opportunity to make small changes. Give it a try and let us know how you keep strong and healthy by writing to TheHUB@sellbytel.com

Anna-Luisa Wiefel



ARTIFICIAL INTELLIGENCE & ITS IMPACT ON MARKETING

Interview with Frank Wolfram, CDO BBDO Group Germany



The impact of artificial intelligence (AI) on marketing has been a hot topic for a while. The growth of artificial intelligence is currently one of the biggest technological factors, generating breakthrough opportunities also for marketers.

We wanted to dig a little deeper into this rising phenomenon and talked to the CDO (Chief Digital Officer) of the BBDO Group Germany, Frank Wolfram. Frank's focus is in digital transformation and the connection between technology and marketing. He has also been the CEO of the digital agency Interone since the beginning of 2016 and has over 18 years of experience in digital marketing. Frank was a member of the management board of the digital agency group SYZYGY and spent three years as the CTO of Geometry Global EMEA, a WPP agency. What better interview partner could there be, than one of the most renowned digital experts in the German agency scene?

Frank makes a clear differentiation between three key terms: artificial intelligence (AI), machine learning and deep learning.

AI involves a major promise equaling a human-like intelligence, that has been evolving since 1956.

Machine learning is largely related to AI, yet much more pragmatic and limited. It is also called narrow AI.

Deep learning is the latest development that takes machine learning to another level. This includes things like Alpha Go or the Google Translator.

Frank, you have personally followed as well as applied the developments in AI and digital marketing for many years. How would you evaluate the impact of AI on digital marketing?

Maybe we should ask: "Why is it that AI stepped into marketing in the first place?"

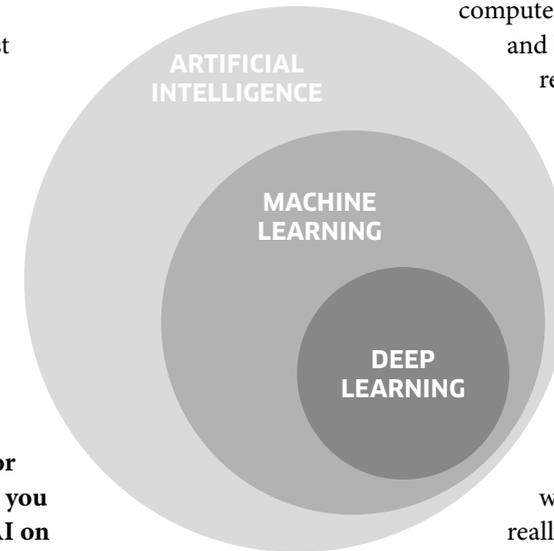
There are three key factors here: first, today there is a wide availability of data. Data simply is everywhere. To train AI algorithms, the more data you have got, the better. Secondly, massive computer power is available from the cloud at reasonably low cost. And thirdly, there is a growing open source and industry community interest in the development of powerful AI algorithms. In other words, the impact has been massive!

What I find particularly interesting to observe, are the different application scenarios of AI in marketing. I personally see three main fields: customer segmentation and targeting is the first one. AI presents you with the opportunity to identify highly accurate personas and laser sharp

niche segments of target groups through in-depth analysis of real behavioral data.

The second one is marketing automation, like deep text analysis and automatic semantic augmentation. That's where the impact of AI is frequently underestimated. The third field is content curation and recommendations. In fashion e-commerce, for instance, AI technologies

are able to analyze image content through computer vision algorithms, and based on that, present recommendations with the most suitable products for the customer.



Which parts are seeing the greatest effect?

When it comes to automation, you can certainly generate vast synergies and benefit from network scale effects, while freeing up time for really creative processes. That's exactly what clients are after. As

previously noted, a lot of fashion e-tailors apply computer vision algorithms and in the music business, AI helps understand how music is constructed by going beyond simply analyzing genres. Instead, it thoroughly analyzes consumer behavior and makes highly accurate recommendations.

What are the opportunities arising from the use of AI in marketing?

Things like enhanced cross- and up-selling, better targeting of content and messages, and more precise predictions based on real data will drive higher revenues as well as cost reduction, and thus accelerate growth.

What are the key challenges connected to the rise of AI in marketing?

The main challenge is that there seems to be a general lack of understanding of the field and many wonder whether it is pure magic or simply common sense. I'm sure you've noticed that there is a lot of expectation, heat and buzz surrounding the industry right now.

AI can definitely have a huge impact, yet you need to understand what it can and can't do, hence become aware of what its limitations are.

Another critical factor is that AI can't work without data. That, however, takes us to a discussion of privacy and security – especially when it comes to the ongoing phenomenon of big data. It probably will always be a challenge to aim for reliable data, while considering people's concerns at the same time.

There is also a serious issue here for our society and workforce, as many, especially white-collar workers, are worried about losing their jobs due to the growing capability of AI algorithms.

Finally, how can marketers expect AI to impact them for the remainder of 2017 and beyond?

What often tends to be forgotten, is that so many things have been based on AI for a long time. We are not aware of it, because AI is often largely invisible. By now, every major internet player has moved to the application of massive data processing and AI algorithms. For instance, spam detection in e-mail providers is a fully AI based technology, Google translate teaches itself languages, while Google image search uses computer vision. In programmatic advertising marketers will be able to gain from AI-backed targeting tools. Another area are digital assistants like Amazon Alexa or the Google Assistant. They use natural language processing and commands to deliver a new conversational approach on how brands connect with consumers. In the long run, this will impact the way consumers experience brands.

Thanks a lot for your time and the interesting insight!

Anna-Luisa Wiefel

SELLBYTEL LAUNCHES AI SUPPORT PILOT

Needless to say, we are always up to date with the latest AI developments. The perfect example is our recent AI Day in Nuremberg (ref. page 22). We take great pride in putting trends and developments around us into action. That's why we are now expanding our collaboration with a worldwide leading provider of safety and medical technology by introducing an intelligent chatbot into the partner's global user help desk. This involves a chatbot being trained with relevant information and offered to a selected group of

users for a test run. With the help of detailed analysis, the chatbot's performance will be reviewed and optimized on a regular basis. Following the successful launch, the service will be made available to a much larger user group and all of our partner's employees will be given access. We strongly believe in this new venture and are already planning an extension of the new chatbot.

Anna-Luisa Wiefel



THE DIGITAL CUSTOMER JOURNEY

In a time where Snapchat documents the latest purchase at the store – and the excitement or disappointment with it – it has become more obvious than ever, that the customer journey has changed to a digital one.

The customer life cycle steps (which can vary depending on the product), can include finding a product, the decision process for purchase, the actual purchase and the after-contact in form of reviews or services required for that product, and are now mostly influenced by digital choices. Each step within the customer life cycle can now be entirely digitalized. Although the customer journey is rarely entirely digitalized and some touchpoints do happen offline (through phone calls or a visit in a physical store), it is increasingly becoming digitalized in many aspects.

With a shift of the customer journey from offline to more online touchpoints throughout the last years, companies are now focusing on better aligning their services to improve the overall experience for customers. Mapping the customer

journey has also been strongly influenced by this shift. With a huge number of products and services purchased online, the customer journey sometimes may not necessarily have an actual personal touchpoint. So the relevance of online or offline efforts depends on the nature of the business.

Data-driven research has enabled marketers to reach a much deeper understanding of customers' motivation. Web analytics, social media monitoring, location based services, mobile wallet payments and many other tools can now be utilized to better understand the customer. Big data shapes the understanding of the customer journey more detailed as well. For example, various programs gather data of shoppers in and around the retail location to better shape the customer's shopping experience, product layout, etc.



The digital customer journey now often begins with a targeted ad served to them through social media channels or online ads.

A Attention / Awareness

This stage of the customer journey is often influenced by TV or online ads or even word-of-mouth. Yes, the Facebook review from a friend who totally gushes about an amazing black roll is perfect word-of-mouth, it raises attention for a product, it's digital and the potential customer is thinking about possibly trying it as well. Allowing for sharing and engaging through networks, attracting influencers and simply drawing attention to the product is key at this stage.

I Interest / Investigation

The interest is now sparked a bit further through targeted ads, as Facebook, Instagram and Google will likely serve the potential customer a variety of suggestions. Maybe the customer also signed up for a newsletter in order to stay on top with the latest information or should a sale or coupon become available to try the black roll. Marketers now create desirable and informative content to further capture the customer's attention during the investigation process. Educating the customer through a blog, images or infographics can be quite successful as well. Customers today increasingly search for feedback, reviews or testimonials from other customers. Making these available can enhance the journey. Once a consumer has shown interest in a product, re-targeting can offer more detailed insights and information to guide the customer further along the journey.

D Desire / Justification

Further reviews and reading up on a product or service becomes important.

Identifying the customer's desire and inspiring them to purchase at this point are particularly important. Providing the matching content of how this product or service can benefit them during this step, can lead to justification. At this stage the customer might consider the purchase. It is important to differentiate between new and returning customers here. New customers might require a different approach and may purchase less than a returning or loyal customer. This can be particularly important when serving targeted ads.

P Purchase

Analyzing the conversion of a visitor to a buying customer is vital to the next steps of the journey. Identifying the exact moment when customers buy, or anchors that lead to the purchase, are becoming increasingly important for marketers. Serving up the right information at the right time is key. According to a Google study, one in three customers have purchased a product they were initially not searching for, because they received the right information guiding them to a purchase at just the right time. While a customer might be expressing interest in skiing equipment in general by searching various shopping sites for winter outdoor gear, serving the right ad for a short ski weekend getaway on a Friday afternoon might lead to a spontaneous purchase. After a long and exhausting week with rainy weather, this could lead to a purchase that may have not been otherwise done on a Monday morning or on a weekend with a better weather forecast. Especially when the trigger is "experience" focused, for example through social media. Furthermore, a smooth purchase process, especially for a new customer, is important. Engaging analytics to monitor the purchase process and check-out experience can give further insight into single steps of the process. Analyzing the average ticket value of a purchase or the drop-off page during the purchase can give

insights into challenges regarding the check-out process or other issues.

R Retention

Companies can now connect to a customer's desires and demands much better and map out how to deliver their products or services in the long-term and retain customers. They can engage with customers exactly at the contact points along the way, that are relevant to the retention goals. Better aligning the online and offline experience for the customer can be a big issue in customer retention. Let's take a customer who purchased a flight online and now has to change the flight dates. This is possibly not easy done through the original booking point online, so the customer seeks help through a customer service line or an airline office at the airport. These services are often not aligned perfectly and the customer is either faced with charges or sometimes the offline approach does not offer the same options as the online booking. Companies should provide a lateral experience across all channels and outlets to ensure customer satisfaction and promote retention. Customers can become frustrated if marketing strategies and services do not align. Companies often focus on their main touchpoints, which can be mostly online, thus creating some friction with offline service quality. Often those services, to provide a seamless and entirely positive offline experience, are very successfully handled by experienced service providers.

E Expansion

Expanding the journey to different channels used by the customer can be effective. If a customer purchases a yoga mat through an online retailer, other platforms, such as mobile apps offering matching classes through push notifications or video suggestions for a meditation class on YouTube, will provide

the customer with a seamless experience. Implementing the proper analysis and online targeting tools to serve the right ads, banners, re-targeting campaigns, notifications, etc., can be quite successful. The customer journey can further be expanded by offers, such as coupons for friends or sales referrals as well. Cross-selling and up-selling are other effective measures at this stage.

A Advocacy

Once a customer has purchased a product and remains engaged in the journey, he can turn into a loyal customer and become an advocate for the brand, thus providing (free) valuable information and feedback for other potential customers. Happy customers can be encouraged through an email, asking for a rating or feedback, or through a "thank you for your purchase" note on Facebook, or simply with a positive feedback for a "tag" on Instagram. The opportunities to reach out to customers at this stage are many. Loyal customers are also vital to providing valuable feedback and insight for a company into their journey and experience. This valuable data can be effectively used to improve the customer journey for other customers.

While the map of the traditional customer journey has not changed in its stages, the touchpoints have changed, as various technologies are now involved and utilized by the customer. The changed customer journey has opened up many new ways for marketers to engage the customer throughout the journey. Customers can now get in touch, provide feedback, ask questions, monitor a brand's performance or review a product at all stages online. Which do you think are the most important touchpoints in a customer journey that are not entirely digital? We would love to hear your views.

Write us at TheHub@sellbytel.com

Hanni Guerra



On September 14th, the SELLYBYTEL Group welcomed its guests to the Artificial Intelligence Day at the Fraunhofer Institut in Nuremberg, Germany. The day revolved all around groundbreaking innovations in artificial intelligence and automation, their influence and implementation in outsourcing, service and support as well as opportunities in customer service.

Artificial intelligence is a rapidly evolving and continuously growing field. An important topic on our AI-Day was, that AI in itself isn't intelligent – it's the humans behind it that provide the intelligence feeding AI-technologies. These people don't necessarily have to be IT experts, but rather customer service specialists. This is going to create a whole new professional field in the future. AI translates the currently existing services into digitalized and automated channels in order to make it more user-friendly and efficient.

Next to the impressive keynotes by renowned AI experts from IBM Watson, Asgard Capital and the Fraunhofer Institut, our guests also had the opportunity to enjoy a unique virtual reality

experience at the institute's Holodeck. Moreover, Philipp Grimm, VP Worldwide Sales, and Markus Schoellmann, VP Strategy, discussed automation and its opportunities for SELLYBYTEL. The day concluded with an inspiring exchange among guests and SELLYBYTEL participants over snacks and drinks. Our artificial intelligence day was an absolute success. The day offered many impressive insights and findings. We look forward to hosting the event every year!

Visit our SELLYBYTEL Vimeo channel for a little trailer with impressions of our AI Day!

Anna-Luisa Wiefel



Dr. Wolfgang Hildesheim and Dennis Scheuer from IBM Watson Core Solutions Europe discuss the opportunities of AI in customer service



One of the participants discovers new perspectives through virtual reality



Dr. Stephan Otto introduces the Holodeck

Two of the participants enjoy their tour of the Holodeck



The speakers and hosts engage in inspiring discussions



Digital Entrepreneur and Investor Fabian Westerheide talks about the impact of AI in outsourcing

BUSINESS PHOTOGRAPHY

How professional photography can make or break your business



Have you ever had cravings just from seeing an ad that features your favorite food? We bet you have! This reaction proves two things. First: we are visual creatures. Second: using strong images in advertising actually works.

Business photography can make or break the positive external as well as internal representation of your company. We compiled some tips to help you perfectly master your business's visual portfolio.

Why is business photography so important?

In the end, it's just photography. Something you can do any time with your smartphone and still get decent results. Actually you could save a lot of money and take the pictures yourself, right?

Wrong.

First impressions count! As much as you can impress the viewer with amazing and emotionally charged pictures, all the more you can misrepresent your company by displaying poorly

taken photos. Amateur photography makes your business seem unprofessional.

The visual displays make up a huge part in how your business is seen from the outside, by your prospects, your customers or your competitors. So it's all about providing a clear visual representation of your company. Make sure the quality you value as a company is also reflected in high-quality photography and always puts you in a good light (literally).

How to turn your images into versatile assets

High-quality business photography is a gift that keeps on giving. Once you've invested in those photos, you can turn them into versatile assets. Just think about the many possibilities for using

your material online: your own website, blog posts, representations on business platforms, PR articles, all the social media channels like Facebook, Pinterest, Twitter, Instagram or LinkedIn.

Images can also help your visibility online as they are part of the relevant elements of SEO.

Obviously you can also put your photographs to good use when it comes to offline / print, like brochures or promotional materials. Professional images can help you get your customers' attention — and keep it.

Be selective with stock photos

As a company, being individual and emphasizing your unique selling point effectively can make the difference between success and failure. What you want, is to be different from all the other fish in the sea. Some stock photos are interchangeable and little authentic. Don't blunder into the stock trap, just because it's easy. Don't get me wrong: using stock photos is not generally a no-go. Just make sure to go on a treasure hunt and find images that are individual and preferably not used on many other web appearances. Remember that you won't usually find these as a freebie but rather on professional platforms, which require you to buy licenses for the images.

If you get the chance: be brave and show your real employees. This will increase your credibility and authenticity!

(Note: make sure to get a written and signed declaration of consent, though.)

How to choose the right photographer

One thing is for sure: you should always work with a professional. However, the amount of photographers is enormous and it's not an easy job to sift through them. How do you know which photographer to choose?

Here's what you should look for:

- The field of photography: are you looking for a photographer who's specialized in portraits, events, products, ...?
- Review the portfolio: are the presented images professional? Does the style match with your company's needs?
- Look at previous clients / recommendations: does the photographer have a track record of working with companies like yours?
- Get in touch: do replies come quickly? Does the photographer seem competent and reliable?
- Equipment is key: is a full studio equipment included?
- Don't save for the sake of saving – quality comes with a price tag.

How to look great in business portraits

For portraits of yourself, there's one basic rule: you need to feel comfortable. Don't worry, a skilled photographer usually knows how to create a relaxed atmosphere and directs you into the right poses.

Here are a few tips on how to look great in your next business portrait:

- Prepare by drinking lots of water and resting in advance to avoid dark circles under your eyes.
- Stick to the regular business dress code and avoid big prints or busy patterns.
- Avoid jewelry that distracts from your face – keep it simple.
- If you're unsure whether to wear your glasses or not, just ask yourself two questions: are people used to seeing you with glasses and do you want to be seen with them?
- Wear a layer of translucent powder (applies to women as well as men). It will make your skin seem soft and keep it from shining.
- Take a quick look in the mirror just before you have your photo taken.

... Now there's only one thing left to do: smile!

Carina Gössl

FOLLOW AND SHARE

SELLBYTEL's Social Media activities



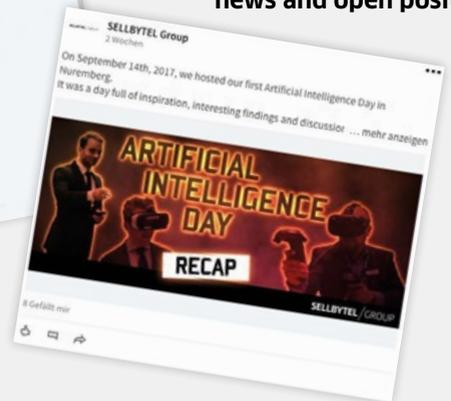
facebook

Find us on Facebook and like us for business updates, news, job openings and also lots of fun stuff. We share our colleagues' yoga poses, office fit recipes and charity or group outings.



LinkedIn

Connect with us on LinkedIn and stay on top of our latest news and open positions.



Remember to find and follow us on:



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XING

And find our latest videos on:

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Remember to email us at TheHUB@sellbytel.com if you like what you see, or if you have anything you would like to see featured. Also email us and let us know what we have been missing so far ... we love to hear from you!

WORLDWIDE PRESENCE

SELLBYTEL establishes operation center in Puerto Rico

We constantly strive to strengthen our global footprint. The latest addition to our over 60 locations all around the world is Puerto Rico.

The management of our jewelry client's operation center at our Barcelona hub has proven a great success. So we take the partnership to the next level by launching another operation center in Puerto Rico's capital, San Juan. From there, our skilled customer service specialists cover the USA (in English and Spanish) as well

as Canada (in English and French). That includes top-notch customer service around the clock, to make sure all six time zones across Canada and the US are perfectly covered.

Puerto Rico is the perfect gateway to all the promising markets of Northern, Central and Latin America. We currently build the base for more business – with a planned coverage of Central and Latin America starting in March 2018.

Carina Gössl

STARTING OVER: NEVER BE AFRAID OF CHANGE

“Winners are not those who never fail,
but those who never quit.” *Banksy*

New beginnings are hard, frightening, uncomfortable, confusing... but also amazing and the opportunity to start fresh. While many people might willingly chose a new beginning, at whatever stage in life they are, some might find themselves forced to start over.

A change in family circumstances, a divorce or children leaving the house can be reasons. But a career that does not seem to be going anywhere or a move to a new country or state can be another reason to re-examine the past and restart on a new route. Hitting rock bottom professionally can also be quite an opportunity.

Being at the bottom, have a seat, take a breather and then realize that you are standing on solid ground, not the shaky rope that may have gotten you to this point. Take comfort in the fact that facing unexpected circumstances that often feel like you hit the ground, allow you to stabilize yourself and reconsider important values and choices in life.

You might find that you have to let go of people or things or beliefs you held for a long time in order to start over.

Give yourself time to really let the circumstances sink in!

- Declutter your life – starting over is hard to do with old baggage and sometimes in old walls!
- If you have the amazing opportunity to start over – do it for you and in any way you like. Don't

take someone's advice, who would possibly be too scared to do what you are about to!

- Past failures are nothing but mere experiences. The future is what you can shape!
- Restarting your life or trying something new is not a one-time event. Don't be afraid to do this as often as needed.

Have you tried to turn your unhealthy lifestyle into a healthy one, by losing the cigarettes and taking up running and failed? So what? You start over again and again and again. Maybe it takes 15 tries and then you finally stick with it.

The same applies for your new professional life. Maybe you have to write several applications, or speak to a lot of banks to get a loan to start your own company. Whatever it is you have to do. Do it again and again until you are happy with the new change in your life.

Restart your career

Our job is not only how we earn our living, it often reflects who we are, at least for the time

You will be surprised to find out how many leading companies were built by entrepreneurs over 35:



William Procter was 35 when he founded Procter & Gamble



Reid Hoffman was 36 when he started connecting us all professionally on LinkedIn



Doris Fisher founded the Gap at 37 and brought us pretty office styles



Chip Wilson brought us the perfect Yoga pants at 42 with Lululemon

being or that period of our life. It is important to take pride in the work that you do, whatever that may be. Sometimes a change is needed personally, sometimes you may be forced to find a new job or an entirely new business path, maybe even entrepreneurship, due to losing a position. Regardless of the reason that results in a fresh career start – starting over is an opportunity, never failure!

Did you always feel that you might want to give a career in sales a shot? Why not now? Sometimes people are intimidated by their lack of experience in the field, the lack of contacts or even their age. “I am too old to start my own company” or “I don’t have enough experience to start in a new field” are very common thoughts. But is that so? If someone with much less experience in any field can be an entrepreneur at 28, why can someone with 20 years of working experience not achieve the same goals, or more?

Re-examine your personal goals

Personal life goals that were dominant at 20 may have changed as you hit 30 or 40. They might again take on a different shape at 50 – and sometimes life forces you to re-examine them at a totally unexpected point in life.

Did you always want to be a writer? Why not now? Now is just a good time as any. We are often overwhelmed by the sum of things that stand like a rock in front of us, with the new life hiding behind that enormous rock. It can be helpful to map out the path, like an actual roadmap that would take a traveler to its goal. Take little steps and breaks to arrive. If needed, you can take a detour around that mountain to get you there.

Did you always want to write and publish a thriller, that captures your readers from the first to the last page, from scratch? But you are an accountant by day? The outlook can be quite daunting at first. Nobody knows you in the literary world, and you don’t even know how to start getting noticed. That goal of publishing a book is behind a huge

mountain. But if you make a road map, and enjoy the ride, not only will you publish your book in the end, but you likely had a really good time on the way there. You could, for example, start by setting yourself small writing goals. If you are not the type to pack your bags, disappear to a lonely island and write for three months straight with minimal human contact, that’s totally fine, neither are most people. Set yourself small goals, such as writing ten pages each day. Next, you could engage online with other writers. Are you open for criticism? Then why not publish a few pages of your novel on popular writer sites and learn to take the feedback in. Need to make contacts in the writer’s world? Visit book fairs and pitch fests. Eventually you will have fun with it, learn new things and meet new people. When you are ready and happy with your work, you could publish it. Today it has become easier than ever to self-publish. If you don’t want to pitch your story to different publishing houses but want to tick the “wrote a book” checkmark on your new life, starting over as a writer, look into the self-publishing area. Now you could go promote your book with all your friends and all your social media connections and pat yourself on the shoulder for starting over as a writer.

Starting over can be extremely liberating! It gives you the unique opportunity to leave all the old things behind and start fresh with anything new you like. Be prepared for fear, doubt or other emotions to settle in and question your new path. Those feelings arise each time a new challenge is introduced to us. Experiencing these feelings is important, just don’t allow them to unpack in your life and stay with you.

Keep in mind, while change can be scary, it’s also challenging, exciting, fun, the opportunity to reinvent yourself and most of all the amazing chance to hit the reset button on your life goals. When starting over – build the life you want for yourself – professionally and personally!

Hanni Guerra

PAOLO’S LIFE HACKS

body language



Body language is a special type of non-verbal communication where physical movement – as opposed to words – is used to express or convey information. Think of facial expressions, body posture, gestures, eye movement, touch and the use of space. These are the conscious and unconscious movements and postures by which attitudes and feelings are communicated.

Body language is always visible on the outside and therefore greatly influences how we are perceived. By developing our awareness of the signs and signals of body language, we can more easily understand others, and communicate more effectively.

Remember, though: different signals have different connotations – especially in varying cultures and nations. Hence, the interpretation of body language always depends on the situation and context. Some signals, however, mostly express the same meaning. Crossed arms definitely don’t signal activity. They rather display rejection or little interest.

People also frequently adapt their body language to have a certain effect on others, giving up unwanted and adopting desired signals. The consequence is that certain gestures are used to actively underline what is being said – good or bad? Well, it again depends on the context. But one thing is for sure:

Inner attitude counts

Trained behavior might appear as unauthentic, when the inner attitude is wrong. That’s how the desired effect might even turn into the opposite. So feel confident about your inner message and remember: if you don’t believe in something yourself, it will be hard to convince others of it. That’s why it makes sense to be aware of both your body language and thoughts and reflect on them to make sure they are aligned. That will make your performance authentic and convincing.

Anna-Luisa Wiefel



Paolo Seyfarth has a degree in business and many years of experience as a consultant for CRM and HR. He completed various trainings as a coach, and is a trainer for leadership, communication and sales.

Do you have any plans yet to travel this fall? We provide you with our ultimate must-sees that will definitely make you want to pack your bags and visit the buzzing Czech capital - and SELBYTEL's thriving Eastern European hub!!

Key Facts

Prague is the 14th largest city in the European Union

Since 1992, the city's historic center has been a UNESCO World Heritage Site

There are several hundreds of stunning castles, chateaus, and mansions in Prague

The Czech Republic is the No.1 beer drinking nation on the planet



PETŘÍN GARDENS - PETŘÍNSKÉ SADY

Petřín Hill is located above the Vltava river, between Malá Strana and Strahov, and one of the most extensive green areas in the city. Its slopes are an oasis of calm in the bustling center. The Rose Garden, or rosarium, at the top of Petřín Hill, Nebozizek Garden and the Seminary Garden with more than 2,100 fruit trees are particularly magical. This location simply offers the most beautiful and romantic view of Prague!



NAPLAVKA FARMERS MARKET

Probably the most popular market in Prague by the river underneath the Vysehrad fortress, and just a short walk from the National Theatre. The riverside market is the perfect spot for a Saturday in Prague. Enjoy the view of Prague Castle, feed the swans or yourself with some typical Czech snacks, and listen to some good music.

City tip: PRAGUE



LETNÁ BEER GARDEN

This green oasis is perfect for enjoying a cold beer on a sunny summer afternoon. Letná Beer Garden, located inside Letná Park and just across Letná Chateau, offers lots of picnic tables and a small playground as well as many sports opportunities, like cycling paths, roller-blading, tennis, football, basketball and beach volleyball. Whether you're looking for a great place to organize a picnic or a fun outdoor gathering, this is it.



HOLLYWOOD HOTSPOT

For filmmakers seeking a location that has both natural beauty and a bustling urban landscape, Prague - and Czech Republic in general - offers countless stunning land- and cityscapes. Directors just can't resist Prague for its beauty, affordable shooting spots, talented actors, great landscapes and historical sites. What more could you ask for?

Anna-Luisa Wiefel

“MY HIGH QUALITY STANDARDS AND EXPECTATIONS HELP ME MASTER CHALLENGES”

Interview with Helena Stepanow, Head of Recruitment Strategy, Nuremberg, Germany



Helena from Heidelberg has been an integral part of our HR department for more than two years. The 29 year old started with us as a recruiter in 2015 and today – only about two years later – she is the Head of Recruitment Strategy. After the ambitious young woman had completed her dual Business Management Bachelor's degree at the University of Mannheim, she spent six months doing work & travel in Australia and later finished her Management Master's with majors in Finance and HR in Nuremberg. After her graduation, Helena joined SELLYBYTEL. In our interview she tells us all about her exciting time with us.

Helena, what exactly does your career with SELLYBYTEL look like?

I originally started as a recruiter, where I collected valuable experiences in the recruitment of employees for our national as well as international locations. That gave me the opportunity to also recruit our executive personnel as a HR manager. I took care of the entire process, from the development of the right search strategy, to the proactive candidate approach, the interview process and the contract management. So I know our recruitment from all perspectives. With this knowledge, and the support of my superiors, I was promoted to Head of Recruitment Strategy in November 2016. Thus, at SELLYBYTEL my perfect role pretty much found me.

That's a pretty quick progress ... what are your tasks in your current role?

I manage our recruitment and all related activities and projects. This includes the entire people management, the coordination of our daily tasks as well as the sustainable development of our department.

And what do you like most about your role?

My tasks are very diverse and I learn new things all the time. To me it is about the variety of tasks! I find the challenges in our daily work as well as the strategic component of my work particularly interesting. Every day I try to find out how we can improve even more, by questioning our strategies and processes. A good example is the candidate experience. We ask ourselves regularly: what is our target group, who do we want to employ, how do we find excellent employees and how can we support the best in every applicant? I further enjoy the exciting recruiting projects, the incredible dynamics, the quick decision-making, and the colleagues who always support me.

That sounds pretty complex. Are there other challenges too?

Definitely. I have a pretty high responsibility, which is a big challenge in itself. My ambition, high quality standards and expectations help me master every challenge, though.

Which other qualities have further benefited your professional development?

I find it super exciting to push things. I also have a great passion for human resources. The field combines many interesting themes, like people management, psychology, analytics, marketing and so much more.

I advice career starters in the HR area to complement their studies with good internships and to become working students. Here it is important to concentrate not only on the big names, but to also engage in roles that allow you to try different things. Sometimes it is worth starting a little smaller, prove your passion and skills and thereby create a great base for your professional future.

Have you set other goals for yourself for the coming years at SELLYBYTEL?

Yes, sure. I definitely want to help my department grow and create long-term success. The best thing about HR is that it constantly changes, it never stands still, and new exciting trends come up regularly. There are always new topics I get to approach together with my motivated, innovative team.

Ultimately we want to know: how do you like to spend your free time?

I am a passionate backpacker and I love traveling to exotic countries. Besides, I love dancing and trying out new things.

Thanks a lot for your time and all the best for your continuing career!

Anna-Luisa Wiefel

RELOCATION!

SELLBYTEL is about to move to new headquarters



In December, our SELLBYTEL locations in Nuremberg and Fuerth will finally be united and relocate to the modern new headquarters in Nuremberg's Tullnau Park.

Just a few months ago, we celebrated the roofing ceremony, and now the construction is in its finishing stages, with the first rooms waiting for our employees to move in.

The modern building complex impresses with highest standards regarding design and quality.

This includes the utilization of eco-friendly technologies, including a special temperature regulation for office spaces.

Our new headquarters are ideally located in Nuremberg's East and hence easily accessible from anywhere within the popular metropolitan area Nuremberg / Fuerth / Erlangen.

We look forward to welcoming you at our new headquarters by the end of 2017!

Anna-Luisa Wiesel

COUNTDOWN TO 2018

How to enjoy (and make the most of) the busy end of year period

You know that colleague, who effortlessly slides through the holiday time, managing tons of important business events and meetings, while supporting others in getting through their own workload and organizing a bunch of family visits and get-togethers, doing it all with a constant smile on their face? Nope, neither do we, most likely that kind of person doesn't really exist.

It is true, though, some people are simply better than others at handling the busy period leading up to the end of the year. They stay calm in face of chaos and tight schedules, as they intend to wrap things up before the year comes to a close. Our guess is that these kinds of people just make things look easy, as they stick to a few very simple rules, like:

Write it down and prioritize.

Use a simple matrix if you aren't 100% sure which tasks are urgent and which ones can wait, by marking your to dos in four grids according to: important and urgent, important but not urgent, urgent but not important, and not urgent and not important. This will help you identify what you need to do today, what you can postpone, delegate or even leave out.

Slow down and enjoy your time.

Slowing down may at first feel counter intuitive to being productive, but rushing around can actually increase your anxiety and generate tension. So wherever possible, take it down one gear and focus on one thing at a time.

Take care of yourself.

Take breaks to get outside and grab some fresh air, practice breathing exercises, eat well, and try to keep a regular sleeping schedule.

Make time to laugh.

No need for a lot of explanation here: a nice laugh and maintaining a good sense of humor will definitely help you keep a positive mindset.



Find strength (and support!) in your peers.

Make sure to talk to your peers as well as friends and family, sharing your projects, objectives and concerns.

Surrounding yourself with people who understand and support you in everything you do will help relieve your stress level, for sure.

The end of this year and start of the next will be here before you know it. So use our tips to prioritize self-care, altruism and productivity. Let us know how you do this and write to

TheHUB@sellbytel.com

Anna-Luisa Wiesel

The SELLBYTEL Group Application Coach

What to remember during the job interview

Part #4

In our series “The SELLBYTEL Application Coach”, we give you tips for the perfect application. This time, we would like to show you what it takes to have a successful interview.

The interview is the time, when the applicant has the opportunity to shine and prove not only his/her professional skills but also qualities, such as attentive listening or dealing with challenging situations.

Here are the most important tips:

Welcome

A solid handshake and a positive first impression are key. Remember to sit down only after you are offered a seat.

Concentration

Listen attentively and don't hesitate to ask for clarification if you haven't understood a question. Make sure to remember the name of your interview partner.

Reasonable argumentation

A logical and honest argumentation of your statement is very important. For instance, thoroughly discuss previous career changes (if applicable) and explain why you decided to change. Honesty will go a long way!

Examples and precise statements

Always back up your statements with precise examples. These will remain in your potential employer's memory and make your arguments more credible. Try to give concrete answers at all times and thoroughly discuss those stations of your life most relevant to the position.

Criticism

Express your honest opinion if you are asked a critical question, however, you should avoid criticizing previous employers or colleagues.

Body language

A positive body language is crucial, if you want to come across as likable and competent. Next to your professional qualifications, the personal impression you make is the key precondition for a subsequent employment.

- Remember to keep eye contact with all participants at all times.
- React to your interview partner's statements. That way, they can see that you are listening and that you take them seriously.
- Smile whenever it is appropriate. This loosens up the conversation.
- Sit down in an upright, relaxing, open and calm position.
- Be attentive and demonstrate your enthusiasm. Be specific and confident.



Salary requirements

Make sure to express a realistic salary requirement. Find reliable information to base your salary requirements on comparative industry figures.

The most important rule: be yourself!

The employer wants to get to know you as a person during the interview. So just be yourself. Being open-minded and natural is the best way to go here. After all, the two of you want to find out if you actually match.

Now go ahead and put into practice what you just learned! Prepare your personal application for your dream position with the SELLBYTEL Group. We look forward to meeting you in person! Find all our currently available positions here: www.sellbytel.com/en/career/open-positions/

To be continued soon.

Anna-Luisa Wiefel

JOB ADS



Sales Manager / Business Development / Global Key Accounts (m/f) 0717AL

Your tasks

- Building strategic partnerships with an assigned key account
- Developing sales approaches in order to extend our long-term client relationship
- Managing the entire sales cycle from first contact until deal closure
- Developing individual solution concepts and offers for clients

Our desired profile

- Bachelor's degree in business administration / a commercial education with initial work experience in Account Management or Sales
- Solution-oriented work style and entrepreneurial mindset
- Near-native English skills with the ability to apply them in a business environment

Our offer

- A professional work environment with international top clients
- Long-term support during the onboarding phase
- Short decision paths and flat hierarchies

Location: Nuremberg | Start date: immediately

Team Manager - Sales (m/f) 0717Y

Ensure the introduction and transfer of best practices including recruitment, reporting, P&L management, staff retention, training, escalation, contract management, etc.

Location: Barcelona | Start date: immediately

Data Science Manager (m/f)

Your tasks

Lead a team of data scientists, create data infrastructure and develop statistical learning models for data analysis

Our desired profile

Several years of experience in business intelligence or equivalent role, ability to perform data consolidation, cleansing and structuring to enable BI

Our offer

Great career progression and development for outstanding achievers

**Location: Kuala Lumpur
Start date: immediately**

Account Manager / Business Development (m/f) 0817H

If you are an IT expert and selling products in need of explanation comes natural to you, apply now

**Location: Berlin
Start date: immediately**

(Senior) Consultant / Solution Design / International Bid Management (m/f) 0616BL

Your tasks

You are in charge of the entire bidding process: from analyzing customer requirements to coordinating with specialist departments and creating concepts to pitch presentations and / or site visits

Our desired profile

Bachelor's / Master's degree in economics or a related field, ability to work analytically and have a systematic and customer-oriented approach to work

Our offer

Exciting and challenging tasks within a future-oriented workplace with many opportunities for career advancement and further development

Location: Nuremberg | Start date: immediately

Team Manager (m/f) 0617BT

Your tasks

Support your sales team in achieving their targets, improve the project goals and provide reports and forecasts to the upper management as well as the client.

Our desired profile

Proficient level of English combined with good communication and organization skills

Our offer

Maternity leave position with the possibility to participate in a successful and growing project

**Location: Oeiras, Tagus Park (Lisbon)
Start date: immediately**

Management Trainee (m/f) 0817AY

Location: Nuremberg | Start date: immediately

Content & Online Marketing Manager / Editor (m/f) 0816B

If you know how to create interesting content in English and German for our website, mailings and our very own magazine "The HUB", apply now and join our amazing marketing team

**Location: Nuremberg
Start date: immediately**

Program Manager (m/f)

Coordinate, manage and monitor the processes of various departments within the organization

**Location: Kuala Lumpur
Start date: immediately**

Russian Team Leader - Fashion (m/f) 0717X

Your tasks

Train new experts on incoming calls, keep in touch with the client in order to stay up to date regarding products, services and applications

Our desired profile

High / native level of Russian, fluent in Spanish or English as well as excellent customer service abilities

Our offer

Working in an international team, demanding and interesting responsibilities with many possibilities to contribute own ideas

**Location: Barcelona
Start date: immediately**

SNEAK PEEK

HIGHLIGHTS OF THE HUB MAGAZINE 1 / 2018



My city
Barcelona

Success Story
Amatijane Baldé
Program Director
SELLBYTEL Group,
Portugal



**DIGITAL
MARKETING
TRENDS
2018**

Dining Culture
Eat around
the world



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Snapshot

Muhamet | Account Manager | SELLYBYTEL Group | Kuala Lumpur, Malaysia

Loves paragliding and seeing the world from above.

www.sellbytel.com

