

I AM RALF H. KOMOR, YOUR SALES CAPTAIN.

As strategist, innovator, and enabler, I drive your sales team to success faster. I identify new market opportunities, sharpen product branding, understand your customers, and create clear differentiation with tailored solutions.

The result: measurably higher customer satisfaction, increased customer lifetime value, and more revenue.



MY CLIENTS:

- Startups
- Scaleups
- Medium-sized businesses
- Multinational corporations



MY CREDO:

**Resulting instead of Consulting.
I deliver measurable results,
not empty words.**



THE 10 MOST IMPORTANT THESES FOR THE B2B SALES OF TOMORROW

YOU SHOULD BE PREPARED FOR THESE CHANGES IN SALES

1

Content is King. Only with Management.

Actively manage all information sources with a CMS. Use AI-based personalization to respond specifically to customer needs.

2

We live in "Amazonia"!

Create simple, stable buying processes with one-click purchases and shift sales to platforms like Amazon B2B, Mercateo, or Alibaba. Personalize experiences using AI.

3

Speed kills – But being slow certainly does.

Analyze and optimize sales cycles: win fast, lose fast. Use AI, blockchain, and RPA to automate and accelerate processes and predict sales opportunities.

4

Customers no longer listen, they want specific answers straight away.

Deliver immediate, accurate answers through real-time data analytics and chatbots to be the customer's first choice.

5

Focus on Generation Z, but don't lose Millennials.

While Millennials remain important, focus on Generation Z. Use personalized, interactive strategies with video content and YouTube. Motto: "Engage and Win."

6

Many products are threatened by commoditization.

Differentiate through digital services and outstanding CX. Use AI and AR to create personalized, engaging experiences.

7

Sales & Marketing: Two become one.

Merge sales and marketing with online decision processes. Leverage central data hubs, CRM, and marketing automation tools.

8

Consultants, not salespeople – But they still need to sell.

Transform sales teams into specialized consultants engaged in the final third of the buying process. Use AI tools and cross-functional collaboration.

9

Selling becomes virtual. Selling becomes MetaSales!

Utilize interactive spatial tools like VR, and AR to create immersive, engaging sales experiences.

10

Old rules no longer apply.

Growth is exponential – implement agile models, continuous improvement, and innovation supported by AI.

RETURN ON INTERIM MANAGEMENT RoIM

A big analysis* of 700 projects came to the conclusion that the RoIM average is a factor of

11.9

* Source: "Interim Management in Deutschland", Studie der Ludwig Heuse GmbH



MY TRACK RECORD - YOUR SUCCESS



20%

Price increases of 20 percent realized



25%

Sales increase of 25 percent in the first year



30%

Cleaning up of product variety by 30 percent



50%

Quotation period shortened by 50 percent



60%

Earnings increase of 60 percent with new customers



300%

Acceleration of sales processes through digitization



500%

Fivefold increase in new customer inquiries after six months

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INTERIM MANAGEMENT

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