



AUTO MOTO RACING CIRCUIT

Combination of Training and Automobile

ON-ROAD or OFFROAD

## RECOGNIZING COMMUNICATION PATTERNS



Communication is like driving a car: it runs automatically and subconsciously

When driving a car, we can rely to our navigation system on unknown routes –  
But who supports us when we come across unknown territory in terms of communication?

The answer to this is our training program: TRAIN & DRIVE:  
This will enable you to recognize patterns of communication and, not only because of our  
unique methodology, that you immediately put into practice, but also in the long term.

## TRAIN & DRIVE

Dynamic, know-how and efficiency – the unique communication training

Our concept TRAIN & DRIVE offers the perfect foundation, to convey theoretical knowledge of different training sectors and to anchor them in the memory in a sustainable way. Select a focal point or get your individual training composed from the following areas:

 Sales

 Teambuilding

 Communication

 Employee leadership/management



## TRAIN & DRIVE

The fascination of motorsport in conjunction with communication ensures a high degree of anchoring of what has been learned.  
Learn to recognize communication patterns, respond adequately to them and apply them successfully in practice :

Self-perception vs. outside perception

Introversion vs. extroversion

Rational or emotional

How do I affect others?

Detection of behavior patterns

Recognition of decision-making structures

*„ Being equal in price and quality only puts you in the picture. Service wins the game.“*

*- Tony Allesandra -*



## TRAIN & DRIVE

Driving is pure routine.

We connect driving with communication training, making communication routine for you!

We do not just talk about communication -

What has been learned is implemented directly in workshops and anchored so sustainably in the memory

This unique training concept is not a straw fire that fades in your memory after a short time

We guarantee that you and your employees will remember it for at least 5 years and will be able to implement what they have learned as a new routine in their daily work





## TRAIN & DRIVE

ON-ROAD or OFFROAD-training:

Our unique communication training can be carried out not only with different thematic priorities, but also on the most diverse routes - we determine the location individually.

Tell us your preferences and we realize them on a route of your choice or search the route that suits your needs.



## TRAINING EXAMPLE

Example process plan of a TRAIN & DRIVE-Workshop

Workshop for Sales Executives

### SCHEDULE

Morning

09:00 – 13:00: Theoretical Part

Lunchbreak

13:00 – 14:00

Afternoon

14:00 – 17:30: Dynamic driving part

17:30 – 18:00: Explanation of the correlation between theory and practice



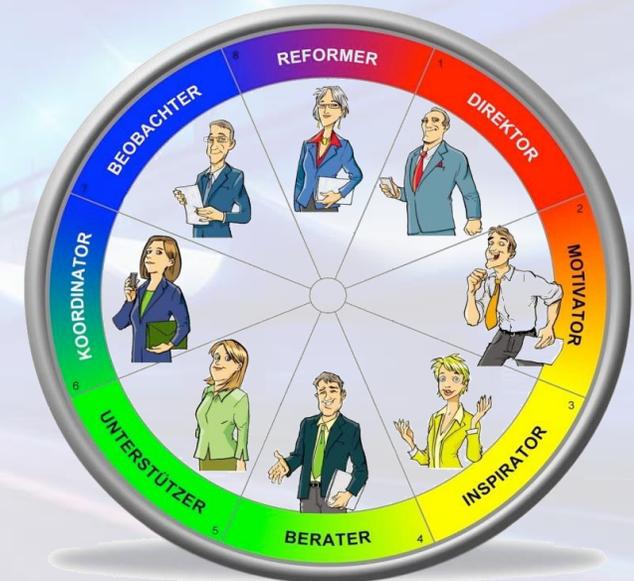
## TRAINING EXAMPLE

### THEORETICAL PART (MORNING)

- Explanation of the INSIGHTS MDI®-wheel based on various case studies
- Recognize your own communication patterns
- Perception, 5 senses, behaviors
- Lead employees conflict-free
- Lead employees target-oriented
- Personnel motivation

### DYNAMIC DRIVING PART (AFTERNOON)

- 🏎️ Driving blindfolded (overcoming responsibilities)
- 🏎️ Driving according road-book (destination and order)
- 🏎️ Geocoaching, GPS, data, teamwork
- 🏎️ Uniformity driving (Race Navigator)
- 🏎️ Time trial on track or circuit (not the fastest teams win but the team with the most consistent performance)
- 🏎️ Training as a challenge (team building, leadership, delegation skills, building trust)



## PRICES

Of course we happy to respond to your wishes and put together a package specifically suited to your individual needs.

for example

**TRAIN & DRIVE**

Duration: 1 Day

At least 8 and maximum 12 participants  
bookable from 1490,-- € per person (net)

≙ 1773,10,-- € per person (gross)

Porsche or similar as training vehicle – on request



## INITIATORS



### **Mario Domssel | Trainer & Coach, Interim-Manager, VCT-Trainer and VCT-Instructor, Personnel Consultant**

Together with his team, Mario Domssel has been supporting manufacturers, importers and automotive companies in sales processes, as well as in the field of personnel search and development since 1998.

He has already carried out face-to-face/presence and online trainings on technology and sales for numerous well-known automobile manufacturers, as well as several automobile launches.

### **Susanna Domssel | Human Resources Consultant, Personnel Development, Interim-Manager International**

Susanna Domssel is accredited INSIGHTS MDI® consultant and occupies with her team mainly in the sectors of construction, sales, IT and automobile vacancies. She supervised the Autodrom Most as interim manager for 2 ½ years and was responsible for establishing a sales structure in the German market.



### **Kai Riemer | Racing Driver, Motorsport Expert**

Kai Riemer has been active in racing since 1992 and competed in races for Renault, VW, but also Porsche or McLaren. For Porsche, he became chief instructor in Leipzig in 2005, where he was responsible for the Porsche Sport Driving School. Today he delights as a freelance motorsport expert and offers his experience in coaching and communication internationally.



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*„If you are clever, you will think less of what you are talking about than about the person you are talking to“  
- Arthur Schopenhauer -*