



## Train the Technical Trainer

Tools for effective teaching & leadership in groups  
From technical specialist to independently methodical-professional technical trainer



**Martin Wiesend**  
Die Kundendienst-Trainer

As the specialist for the company's machines and installations, the technical trainer, service technician, applications engineer imparts the operators, the customer's maintenance personnel and the company's own technicians with the necessary specialist knowledge in handling of complex technology. Target groups can be machine operators, maintenance personnel of the customer and own technicians. The participants themselves can be multipliers, who in turn should instruct users.

Depending on how effective the training is, this may result in a wide range of consequences: how often the hotline is contacted, the number of warranty claims, the number of good will cases, and the level of customer satisfaction...

Most of the time the trainer's technical expertise is very good, however, what happens when it comes to their communication skills? Have they had the chance to develop their skills systematically and under an expert's guidance?

You have to look at various aspects to choose the right trainer...

- Do they break down the subject matter into useful sections?
- Do they use learner-oriented training methods?
- Do they use appropriate and up-to-date media?
- Do they stay focused on helping the participants understand the larger picture?
- Do they make sure the learners know how to practically apply their knowledge through exercises and repetition?
- And last but not least – time is money: How efficient is the transfer of knowledge?

All of these aspects need to be taken into consideration. This is especially true in groups where some of the participants are difficult.

This trainer seminar covers all these topics. With the knowledge from the everyday life of technical trainers, a variety of effective techniques, methods, planning approaches and practical experiences are conveyed.

Also available  
as in-house training  
and as interactive  
online-training!



### Duration

3 days ( 9.30 a.m. – ca. 5.00 p.m.)

### Information and dates can be found here:

- [Train the technical trainer](#)
- [Schedule Overview](#)
- further dates on request
- also bookable as **in-house training**
- and as **interactive online-training**

### Target groups

- Technical trainers
- Expert instructors
- Application specialists
- Service technicians instructing customers
- Managers in technical training institutes

### Investment

1.680 €  
per participant plus VAT.  
incl. handout, lunch, drinks

### Number of participants

No more than a maximum of 10 participants per group

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## Learning objectives

With our program, you will learn details about how to handle group activities and how to visualize your teaching material effectively. You will also benefit from numerous tips to optimize your training concepts. At the end of the seminar and after review the participant will master the basic principles applied in the following topics:

- Learning about the instruments for quality assurance
- Activating the participants' learning potential on a larger scale
- Using state-of-the-art media
- Practising visualization techniques for effective transfer of knowledge
- Exchanging numerous useful hints for handling difficult situations

All topics have a direct connection to normal life of a technical trainer. There will be a lot of practical exercises.

### Leading groups effectively

- Effective/competent behaviour as facilitator
- Managing problems constructively
- Initiating and building positive group dynamics
- Triggering participation/activity
- Catching and sustaining attention
- Principles of group dynamics

### Planning of training

- How different target groups learn
- From leading questions to training concept
- Instructional design tailored to the target group
- Learning objectives and testing learning performance during training

### Knowing central methods

- Presentation/lecture (projector/flipchart)
- Assessment/tutorial (with and without visualization)
- Visualizing explanations on flipchart/whiteboard
- Working in small groups
- Explaining and training on devices/machines

### Mastering the use of media and methods

- Efficiency of various types of media
- Exercises using flipchart, black/whiteboard, clipboard, projector
- In-house classroom training scenarios
- Technical training on devices/machines
- Vivid, efficient and effective design of training

## Your personal benefit

Here you will learn the details of group interaction and how to visualize your topics effectively. In the process, you will benefit from lots of tips for optimizing your training concepts.

From a management perspective:  
ensuring know-how where it brings  
the greatest benefit

## Voices of our participants

"This is a very practical seminar that gives a good insight into the tools of the trade of technical trainers. My expectations were exceeded."

"At last, a seminar that's right for technical trainers."

"Very useful training, even after several years of trainer activity. Helps to better evaluate your own training. New impulses for training procedures and planning."

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## General Terms and Conditions for Open Seminars (excerpt)

as of 3 July, 2015

### YOUR REGISTRATION

Registrations must be made in writing via our website, by online booking or using the registration forms available for download. They are binding and will be considered by us in the order in which they are received. You will receive a notice of receipt by e-mail immediately upon receipt. In case of successful bookings, we will send you a registration acknowledgement, as well as the invoice. The contract now comes into effect. Your reservation is confirmed and binding upon receipt of payment. In case the seminar you wish to attend is already fully booked, we will inform you of the alternatives. The seminar fee will be invoiced after registration acknowledgement and is payable without deduction within 14 days. You will receive information on the seminar location, directions and booking of accommodation 2 – 4 weeks prior to the beginning of the seminar. In general, we will reserve a certain number of rooms at the hotel where the seminar will take place. This allocation of rooms is available to you for a limited period of time.

### VOUCHERS, DISCOUNTS

If you register several participants for an open seminar (same topic, same period, same location), ask us for a team discount. Vouchers can only be redeemed for seminars for which they were issued. Please mention the voucher number when registering. Discounts may not be combined with one another (e.g. voucher and team discount).

### CANCELLATION, REBOOKING, SUBSTITUTE

You may at all times, prior to the seminar, cancel or rebook the same seminar for another date. This has to be done in writing. For discounts, different conditions apply (details and costs can be found in the full terms and conditions). It is understood that you may at any point, prior to the start of the seminar, name a substitute in writing.

### MINIMUM NUMBER OF PARTICIPANTS

We retain the right to call off a seminar due to a lack of participants (...) or due to other important reasons beyond our control (e.g. proven illness of the trainer, force majeure) at the latest 14 days prior to the scheduled beginning of training. Participation fees that you have already paid will naturally be reimbursed. We do not assume any liability for damages or other claims. Similarly, we reserve the right to make changes to the location up to 14 days prior to the start of the seminar. Please keep these aspects in mind when booking your flight or train ticket as well as the hotel. Liability and damage claims are excluded if these are not damages that were caused intentionally or due to gross negligence.

**Do you have any questions? We will be pleased to advise you!**

Please call me: \_\_\_\_\_

The complete terms and conditions are available on our website [www.kundendienst-trainer.de](http://www.kundendienst-trainer.de).

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## BINDING REGISTRATION



**Martin Wiesend**  
Die Kundendienst-Trainer

### PARTICIPANT'S PERSONAL DATA

First name / Last name

Function / Position

E-mail address participant (for your registration confirmation + preliminary information)

Phone / Mobile (for short-term changes to your seminar)

Title of the seminar

Seminar dates

Registered by (name + e-mail address)

### COMPANY DATA + INVOICE ADDRESS (if different)

Company / Department

postal address: street

postal address: Zip code and City

Phone

### SIGNATURE

With my registration I accept the valid AGB-off Sem.

X

Place/date

Signature

BY FAX +49 921 970 023

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ABOUT OUR WEBSITE: [www.kundendienst-trainer.de](http://www.kundendienst-trainer.de)