

# **Thomas Burzler, CSP**

**Owner at Thomas Burzler**

Friedberg, Bavaria, DE

Trainer. CSP. Author. Sales Man. Burzler.

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## **Biography**

Thomas Burzler is always on the search for new trends and on the move to the next level of sales skills. His seminars are measured by the profit his participants take from them. In more than 12 years he met and studied thousands of top level sales people to extract their secrets and tell them to his participants. He summed up those "secrets of sales success" in one word: PROFITSELLING. He knows and proves every day: Even and especially in "hard times" and strong competition you can achieve profit and be successful! The most important secret: You need the right approach and mindset. PROFITSELLER do it with an attitude "an attitude of selling added value instead of low price. During a seminar or a presentation with Thomas you will learn how YOU can be a PROFITSELLER, too, and be part of the MISSION PROFIT!"

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## **Availability**

Keynote, Moderator, Workshop, Author Appearance

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## **Industry Expertise**

Medical Devices, Education/Learning, Machinery, Information Technology and Services, Computer Software, Automotive, Computer Hardware

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## **Areas of Expertise**

Winning New Customers, Selling With Profit

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## **Affiliations**

GSA

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## **Sample Talks**

## **Mission: Convince Your Customers**

Why can some companies afford to be considerably more expensive than their competitors? How do they effectively convince their customers of the higher price? Find the answers during this presentation. Competitive Advantage and Clear Distinction National and international sales markets grow more and more competitive all the time. Companies have to develop a distinct profile in order to stand out above the rest. Commitment and devotion to business relationships is vital. Customers who are convinced of the economical and financial benefit they reap by going with your company instead of the competition provide the basis for long-term success. Management trainer and sales coach Thomas Burzler explains the added value strategy methods for national and international sales business practices. In contrast to a marketing strategy based on price only, this approach helps you to build long-lasting and sustainable customer relationships. The PROFITSELLER encourages you to develop the self-confidence you need in order to successfully convince your customers. Your Profit clearly convey the added value of your products and services convince your customers distinguish yourself from your competitors achieve better prices and boost your profit become your customers preferred business partner be a PROFITSELLER with the license to sell

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## **Event Appearances**

### **Title**

Sales Training Tempton Holding

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Sales Training Tempton Holding

### **Title**

Sales Training Emerson Process Management

### **Title**

Sales Training Becton Dickinson GmbH

### **Title**

Sales Training REMBE GmbH safety + control

### **Title**

Sales Trainings cab Produkttechnik, Karlsruhe/Germany

### **Title**

Sales Training capitalbank

### **Title**

Sales Training capitalbank

### **Title**

Sales Training in English Kraiburg TPE, Waldkraiburg

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Sales Training in English Kraiburg TPE, Waldkraiburg

**Title**

Presentation "Mission Profit" Tempton Holding - and many more...

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**Education**

University of the Armed Forces Germany / University Of Applied Sciences Munich  
Master Computer Science

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