

INTENSIVE SEMINAR

Strategic Growth, Sales & Performance

Customer intelligence, sales impact and financial leadership with AI

Six days for growth, sales and financial leadership. AI features in them as a working tool, not as hype.

LOCATION	DURATION	LANGUAGE	INVESTMENT
St. Gallen	6 days	DE / EN	CHF 3,900

INTENSIVE SEMINAR

KEY FACTS

LOCATION

St. Gallen

DURATION

6 days · optional with ECTS

LANGUAGE

German / English

TARGET GROUP

Managers and emerging leaders, project owners

INVESTMENT

CHF 3,900 plus 8.1% VAT

NETWORK

StGallen imt Alumni

STRUCTURE

Modules build on one another. The result: your personal playbook.

ACCREDITATION

Optional with ECTS accreditation.

ST. GALLEN INTENSIVE SEMINAR

Understand customers better. Address markets more precisely. Make clearer decisions.

Six days for growth, sales and financial leadership. AI features in them as a working tool, not as hype.

AI is changing markets and finance

Generative models, Predictive Analytics and intelligent analysis tools are changing how markets are addressed, customers are understood and investments are assessed.

More touchpoints, less time

Customers compare and decide across numerous digital and classic touchpoints. Relying on experience alone means losing pace and precision.

The St. Gallen approach brings both together

Bring market and customer management, financial management, data and AI together systematically – strategically grounded, practical and responsible.

WELCOME

Grüezi and a warm welcome!

On behalf of the StGallen imt Business School, it is a great pleasure to welcome you to our executive seminar "Strategic Growth, Sales & Performance".

Artificial intelligence is changing the way we lead, decide and create value – fundamentally and irreversibly. This seminar gives you the tools, the methods and the mindset to use AI as a strategic partner in your day-to-day leadership.

"The greatest danger in times of turbulence is not the turbulence itself, but to act with yesterday's logic."

PETER DRUCKER

Our aim: you leave not only with knowledge, but with concrete solutions you can apply immediately to your daily challenges. I look forward to welcoming you personally in St. Gallen.

Prof. Dr. Christian Abegglen

President & Academic Director
StGallen imt Business School



Bringing market development, sales and financial leadership together systematically

Marketing, sales, brand and communication are led as one connected management task – with the aim of understanding customers better and addressing markets more precisely. The same systematic approach applies to the figures: make clearer decisions, master financial complexity, spot opportunities early.

The intensive seminar combines two management seminars of the StGallen imt Business School: “Intelligent Marketing & Sales” and “Intelligent Finance”.

Building on the St. Gallen concept of Integrated Management, you align customer needs, positioning, the customer journey and sales with expertise in balance sheets, costs, investment and cash flow – linked with strategy, innovation, risk management and digital transformation.

One focus is on digital tools and AI: for market analysis, segmentation, content generation and personalization as well as for forecasts, investment decisions, early-warning systems and reporting.

Methods, case studies and transfer work result in your personal playbook – a practical instrument for turning fragmented activities into coherent market development and leadership practice.

For leaders at the interface of markets and figures

The intensive seminar is aimed at managers and emerging leaders, project owners and specialists from these functions:



It focuses on people in charge who want to achieve more market, customer and sales impact and, at the same time, develop their financial decision-making practice for the future – strategically grounded and practical.

CORE OF THE SEMINAR

Customer needs, positioning, the customer journey and sales – aligned with expertise in balance sheets, costs, investment and cash flow.

RESULT

A personal playbook that turns fragmented activities into coherent market development and leadership practice.

IN FOCUS

People in charge who want to achieve more market, customer and sales impact and develop their financial decision-making practice at the same time.

PROGRAMME PROGRESS



Opening: understanding customers, prioritizing target groups.

METHODOLOGY

Models, methods, case studies and transfer work – each module with clearly defined focus areas.

DURATION

Six seminar days in St. Gallen, in German or English.

From understanding customers to financial decisions

Understanding customers, rethinking financial decisions

You analyze customer needs, buying motives and decision processes – and combine classic financial thinking with data-based methods. The goal: translate relevant information into concrete measures.

FOCUS AREAS

- Decode customer needs with Behavioural Insights
- Understand buying motives, decision patterns and psychological triggers
- Capture and interpret customer journeys systematically
- Understand the role and impact of AI in financial leadership
- Combine experience and expertise with data
- Redesign decision architectures for complex financial questions
- Translate customer and market information into concrete measures

The modules build on one another: first customers and markets, then brand, channels and communication, then figures, risk and transfer. The following pages lead through the entire programme with all its focus areas.

Prioritizing target groups, underpinning decisions

Values, motives, behavior and potential determine segmentation. At the same time, data-based methods change how you weigh options and decide – quality, speed and consistency improve measurably.

FOCUS AREAS

- Assess target groups and market segments strategically
- Prioritize target groups by behavior, benefit sought and readiness to buy
- Focus resources on attractive target groups, channels and touchpoints
- Use Predictive Analytics and scenarios to spot developments earlier
- Apply simulations to risk, liquidity and investment decisions
- Separate relevant metrics from irrelevant – focus on what matters
- Turn market data into a sound basis for decisions

Brand, customer benefit and value creation

You connect brand identity, customer benefit and positioning – and examine what this means for prices, budgets and capital deployment. The focus: what a company stands for and what makes that position economically viable.

FOCUS AREAS

- Clarify brand identity and brand promise
- Work out customer benefit and customer value systematically
- Align customer value and pricing models with target groups, market logic and positioning
- Evaluate and validate strategic investment options with data
- Optimize cost, budget and value creation management
- Identify efficiency and productivity potential automatically
- Measure the impact of strategic initiatives with suitable KPIs

Sales channels, reporting and performance

Classic and digital channels must not be managed in isolation. In parallel, new tools change routines, reporting and forecasting – you use them for analysis, planning and prioritization.

FOCUS AREAS

- Combine classic and digital sales channels sensibly
- Analyze, prioritize and consistently manage touchpoints along the customer journey
- Embed social media professionally in market development and sales
- Avoid breaks between channels, wasted reach and contradictory messages
- Prepare and sharpen reporting, forecasts and presentations with AI
- Use AI for budget planning, forecasting and stakeholder reporting
- Reduce information overload in reporting and controlling, sharpen focus

PROGRAMME PROGRESS



Brand, customer benefit, sales channels and performance.

FIELDS OF APPLICATION

Market analysis, segmentation, content generation and personalization as well as forecasts, investment decisions, early-warning systems and reporting.

PROGRAMME PROGRESS



Impact externally and internally: communication, competition and risks.

PERSPECTIVE

Sharpen messages, detect signals early, build resilience to price pressure and capital shortages.

Communication externally and internally

Communication becomes effective when messages, target groups and channels fit together – externally towards customers and markets, internally towards executive management, finance and supervisory bodies.

FOCUS AREAS

- Develop communication messages from brand, customer benefit and target group logic
- Align content, campaigns and personal sales communication
- Interlock marketing, sales and communication more effectively in the organization
- Use AI to present complex figures and issues clearly
- Present financial arguments and decision logic in a comprehensible way
- Prepare board presentations and investor conversations thoroughly
- Strengthen trust, credibility and relevance in communication

Competition, market opportunities and risks

You analyze competitors, price pressure and new entrants – and read the same movements as market, interest rate and liquidity risk. Signals turn into differentiation, sales priorities and resilience.

FOCUS AREAS

- Analyze competitors, substitutions and new entrants
- Assess price pressure, differentiation and market movements
- Identify relevant market opportunities, niches and growth potential
- Open up international market, financing and investment opportunities systematically
- Analyze market, interest rate and liquidity risks with data
- Use early-warning systems and scenarios effectively in risk management
- Build resilience to price pressure, substitutes and capital shortages

Anchoring innovation and transformation

Digital platforms, changing media use, FinTech and new analysis tools are changing the requirements. You learn to integrate innovation and transformation as levers in market and financial work.

FOCUS AREAS

- Rethink marketing and financial leadership in digital transformation
- Use digital platforms and new ecosystems as growth levers
- Seize the opportunities of FinTech, blockchain and automation
- Use agile methods, co-creation and design thinking where they add value
- Connect innovation processes with market, brand and financial strategy
- Integrate sustainability and purpose into brand management and financial decisions
- Shape change management successfully in marketing, sales and finance

Using AI effectively and responsibly

AI changes analysis, content, personalization and performance management – and with it responsibility, liability and trust.

In the seminar, AI is not treated as a short-lived hype, but as a practical management instrument for better-founded decisions and legitimate accountability.

FOCUS AREAS

- Use AI for market, customer, financial and data analyses
- Support segmentation, personalization and content generation
- Use AI as a sparring partner for campaigns, positioning and customer approach
- Develop governance structures for the use of new technologies
- Clearly define responsibility, liability and roles in the use of AI
- Take data protection, compliance and regulatory requirements into account
- Assess and communicate the limits of AI realistically

PROGRAMME PROGRESS

Change and responsibility: innovation, transformation, use of AI.

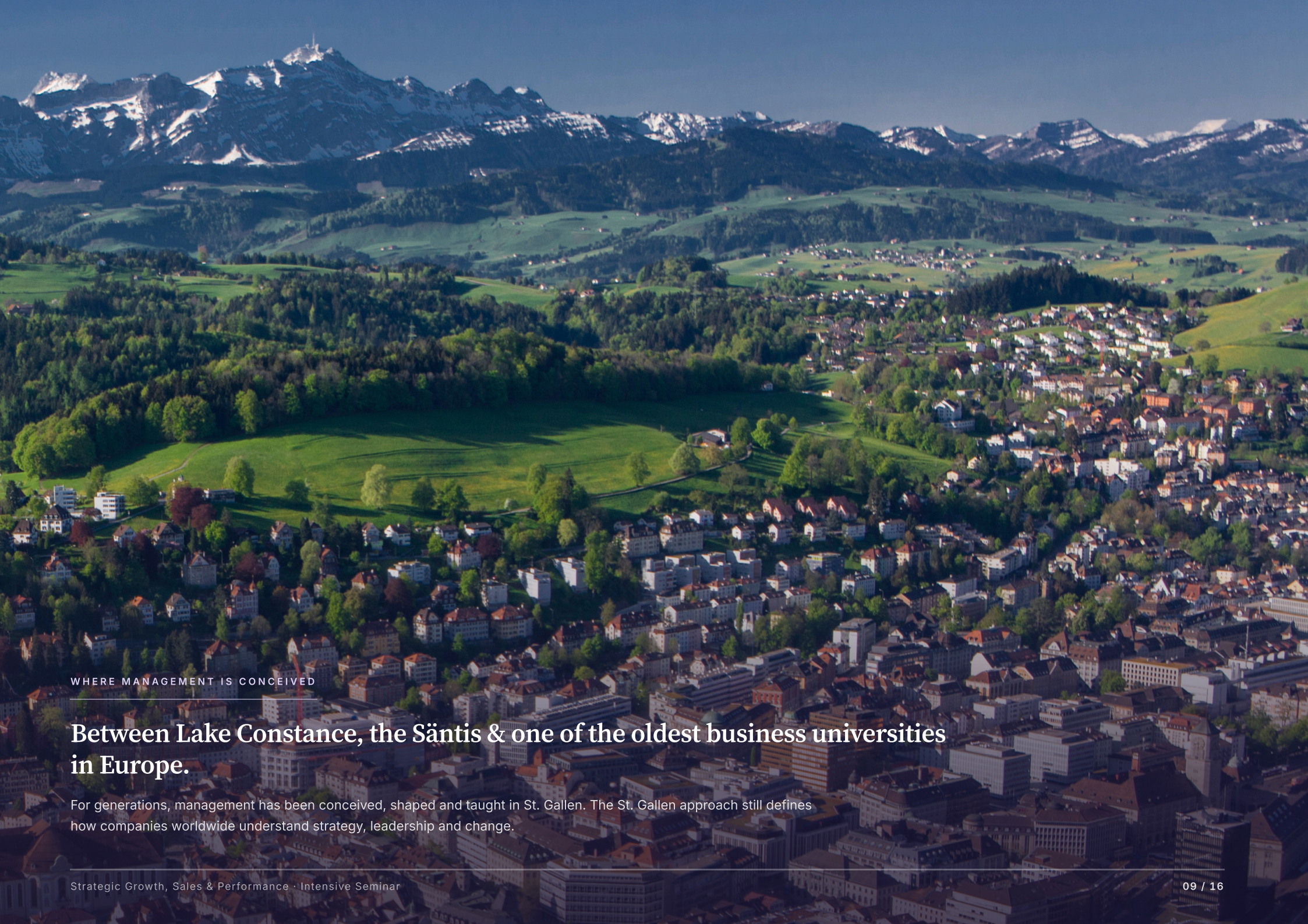
STANCE

AI as a practical management instrument – not as a short-lived hype.



LOCATION

St. Gallen Management Valley



WHERE MANAGEMENT IS CONCEIVED

Between Lake Constance, the Säntis & one of the oldest business universities in Europe.

For generations, management has been conceived, shaped and taught in St. Gallen. The St. Gallen approach still defines how companies worldwide understand strategy, leadership and change.

PROGRAMME PROGRESS

Conclusion: transfer into your own practice.

YOUR RESULT

A personal playbook for coherent market development and robust financial decisions.

From knowledge to impact – transfer into your own practice

You identify the biggest levers in your own area of responsibility and develop your personal playbook – for coherent market development and robust financial decisions.

FOCUS AREAS

- Reflect on your own market, customer and financial practice in a structured way
- Recognize strengths, gaps and untapped potential
- Identify the most important levers for positioning, channels, decisions and governance
- Bundle fragmented activities and align them for shared impact
- Set implementation priorities for the next 100 days
- Prepare the transfer into your organization, team and daily leadership
- Use the connection to further programmes and seminars of the StGallen imt Business School

YOUR RESULT

Your personal playbook – a practical instrument for turning fragmented activities into coherent market development and leadership practice. This strengthens your market, customer and sales impact – and the quality of your decisions in financial leadership.

What you will be able to do after six days

You steer market and customer management more precisely. You understand how customers decide, how target groups are addressed in a differentiated way and how positioning, brand, sales channels and communication interact.

You shape financial leadership with greater confidence. You combine data and expertise, underpin investment decisions and align strategy, communication and governance with one another.

You take away concrete starting points for turning fragmented activities into coherent market development and leadership practice – and your personal playbook.

TANGIBLE BENEFITS

- ✓ Recognize customer needs, buying motives and decision patterns more clearly
- ✓ Manage target groups, customer journeys and touchpoints more systematically
- ✓ Sharpen positioning, brand message and market presence
- ✓ Connect classic sales channels, digital channels and social media more effectively
- ✓ Make financial decisions more clearly, faster and at higher quality
- ✓ Spot risks, opportunities and market shifts earlier
- ✓ Underpin investment decisions and capital allocation with data
- ✓ Use AI responsibly, ethically and in line with compliance

YOUR RESULT

A personal playbook that turns fragmented activities into coherent market development and leadership practice.

IMPACT

This strengthens your market, customer and sales impact – and the quality of your decisions in financial leadership.

FACULTY

The seminar combines conceptual grounding with concrete management and financial practice and current AI applications.

EXCHANGE

Participants from different functions, industries and companies contribute their own experience, questions and perspectives.

NETWORK

StGallen imt Alumni

Five features: approach, practice, peers, lecturers, next steps

- 01 **The St. Gallen management approach**
Marketing, sales, brand, communication, financial management and AI are not seen in isolation, but understood as one integrated management task.
- 02 **Practice, not theory**
Models, methods, case studies and transfer work lead to concrete measures and a personal playbook for your own area of responsibility.
- 03 **Peer-to-peer exchange**
Participants from different functions, industries and companies contribute their own experience, questions and perspectives.
- 04 **Lecturers from practice and academia**
The seminar combines conceptual grounding with concrete management and financial practice and current AI applications.
- 05 **A basis to build on**
The intensive seminar can serve as an impulse for your own development and as an entry point to further programmes and seminars of the StGallen imt Business School.

ACADEMIC LEADERSHIP

Learn from leading experts from academia and practice – with experience in marketing, sales, communication and financial management.



**Dr. Christopher
Pawlak**
ACADEMIC DIRECTOR



**Dr. Ulrich
von Bassewitz**
ACADEMIC DIRECTOR

YOUR CONTACT

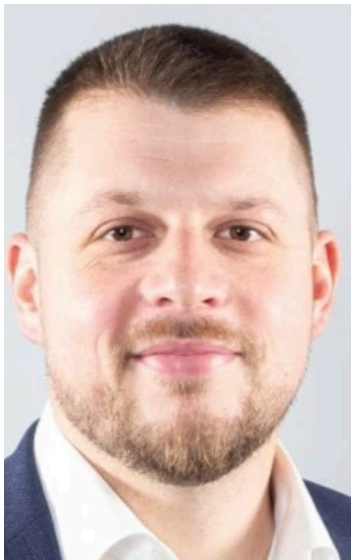


Monika Dutkiewicz
CONSULTATION AND REGISTRATION

Key information at a glance

All the key facts about the “Strategic Growth, Sales & Performance” intensive seminar – dates and registration are on the following page.

LOCATION	St. Gallen
DURATION	6 days · optional with ECTS
LANGUAGE	German / English
TARGET GROUP	Managers and emerging leaders, project owners
INVESTMENT	CHF 3,900 · plus 8.1% VAT
NETWORK	StGallen imt Alumni



“

The StGallen imt Business School was decisive for my path to the executive board. Practical impetus, strategic clarity and valuable perspectives gave me the best possible toolkit for leading a company successfully.

Jonas Gillmann

CTO · DATRON AG

TERMS



Monika Dutkiewicz

CONSULTATION AND
REGISTRATION

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ADDRESS

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Switzerland

NOTE

Corporate dates can be
scheduled individually –
contact us.

REGISTRATION

REGISTER ONLINE NOW



Scan the QR code with your smartphone or visit **imtschool.ch** and select the "Strategic Growth, Sales & Performance" seminar.

TERMS

CHF 3,900 · plus 8.1% VAT
6 days · St. Gallen
German / English

NOTE

Corporate dates can be scheduled individually – contact us.

Registration form

Strategic Growth, Sales & Performance · 6 days · St. Gallen

SELECT SEMINAR DATE *

The following dates are available as alternatives.

2026

☐ 03.–08.08.2026 St. Gallen **ENGLISH**

☐ 30.11.–05.12.2026 St. Gallen **GERMAN**

2027

☐ 14.–19.06.2027 St. Gallen **GERMAN**

☐ 02.–07.08.2027 St. Gallen **ENGLISH**

☐ 29.11.–04.12.2027 St. Gallen **GERMAN**

PERSONAL DETAILS

* Required fields

SALUTATION *

☐ Mr. ☐ Ms. ☐ Other

TITLE

FIRST NAME *

LAST NAME *

COMPANY *

POSITION *

POSTCODE *

CITY *

COUNTRY *

EMAIL *

PHONE *

RETURN THE COMPLETED FORM TO

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INTENSIVE SEMINAR · STRATEGIC GROWTH, SALES & PERFORMANCE



*Excellence in Management
and Technology*

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