

# Mauricio Baccante

## Professional background

July 2020



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# Communication Competences

I'm highly assertive in communication competencies at any level



## Strategies

- Congresses, seminars and workshops
- Audiovisual and support material
- Training, coaching and master classes
- Constant feedback
- Staff training programs creation

## Business Insights

- 9 Countries – Europe and Latam
- 7 Industries / Market – B2B and B2C
- +20 Market Segments/Categories
- Audience Target: 10,000
- Modality: face-to-face and online
- Years of experience: +10 years

## Customer experience

- Internal / External customers
- Long term relationships and loyalty
- Increasing demand
- Award for best speaker (Congress 2017)
- Trust and preference as a provider



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## **Sales Competencies**

I have progressive and successful results in the use of sales competencies, in the Latam and internationally


### **Sales force**

- In-company and freelance (+300)
- 7 Different sales techniques (B2B / B2C)
- +9 Countries, +5 industries, +25 Categories
- Average grow: 18% yearly
- Sales budget: +17 MM U\$D
- Years of experience: +17 years

### **Sales team**

- Daily support, weekly feedback meetings
- Periodic training and coaching
- Highly motivation standard and leadership
- Overpass the objectives by 5% to 10% on average
- Years of experience: +17 years

### **Strategies**

- Use of cutting-edge methods and technologies
  - Use of neuroscience techniques
  - Resilience and fast changing
  - Compliance with obligations towards the team
  - Keeping the values, philosophy, vision and mission on top
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# Marketing Competencies

I have successful results in the use of marketing competencies, mainly in the Latam and internationally


## Business insights

- Use of cutting-edge methods and technologies
- Adaptability to the 4.0 industry demands
- Main target: e-commerce, communication, strategies, indexing, customer intuitive managing
- Web optimization: according the core business and customer insight

## Customer experience

- Highly satisfaction - Long term relationships
- Improvements in positioning and consumption preferences of our customers - B2B / B2C
- Successfully approach and high conversion
- Increase in support service in 20%

## Strategies

- +30 members of an International team
  - Use of neuroscience knowledge: Neuromarketing and consumption neuropsychology
  - Knowledge and techniques transfer
  - Business Plan and Strategic Marketing Plan creation (including a Strategics Sales Plan)
  - Sensory Marketing
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## **Product & Sales Management**

Lloyds Insurance, American Fidelity, BUPA, Generali, Corp. Cargo Master, Leader Freight, Villeroy und Boch, WMF, Talento Media, Camaleon autoparts and more

### **Insurance**

- Main products: life, cargo, health, pension, K&R, liability, commodities
- +15 countries (off-line and on-line)
- +80 agents, +10 industries, +30 Categories
- Average grow: 30% yearly
- Years of experience: +12 years

### **Logistics**

- 7 countries NVOCC - sales strategy management
- + 12 of international strategic partners - Asia, South & North America, Europe
- FFWW: international logistics union groups
- Main products: general cargo, commodities, fresh cargo - air, land and sea
- Growing: 12% yearly

### **Luxury**

- Main products: fancy tableware, jewelry, decorations, fine arts, handmade products
- +5 countries: Wholesale and retail - Europe, USA & Latam
- Average grow: +20% yearly
- Years of experience: 7 years

### **Consulting services**

- +10 Start-up / 5 countries - Latam & the Caribbean
  - 5 industries / 6 categories
  - Main service: Business strategies, Marketing Plan, Business Plan, Business Intelligence and more
  - Average success and grow: 90% success and growing according the business plan
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## **Customer service**

I have successful results in the customer service management, in the Latam and internationally

### **Achieved goals**

- +30% the crossing sales Increased
- 50% improvement in response times
- Less bureaucracy / improvement in loyalty and satisfaction
- 20% increase in profitability of the commercial area (B2B - B2C)
- Real-time information to improve processes, products and services

### **Strategies**

- Use of CRM tools
- Constant analysis of the information (demand, claims and more)
- Continuous monitoring until its completion
- Periodic optimization of the customer service manual
- Strategic vision development and action independence

## **Customer experience**

- +30 optimized products and/or services
- 25% increase in queries
- Claims decrease by 15%
- Improved in the perception of solutions or response

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## Something to show

Another perspective in my professional performance



### Sell it!

- A journey in the past 70 years of sales techniques
- +20 different tools to improve the sales performance
- Auto-knowledge about the own competences, and more

## The day that I decided to change

- A personal trip to develop personal and professional competencies
- Creating a life plan
- Finding your life purpose (personal & professional)
- And more.



## Sales tools

- The planning is the key for the startup
- Micro-segmentation is the stronger weapon for the customer loyalty
- The new economics (the orange economy) and the advantage for the startup

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## Something to show

Another perspective in my professional performance

Organizadores: **ADEX** ESCUELA  UNIVERSIDAD PRIVADA DE TACNA



### Congresses

- Business intelligence
- Marketing for startup
- The success across the micro-segmentation
- Value added as the fingerprint of brands



### Workshops and seminars

- Digital marketing: from followers to consumers
- What and how brands communicate to their consumers
- Micro-segmentation Workshop
- Information processing: Neuromarketing and consumption neuropsychology



# Mauricio Baccante



## About Me

- Photographer amateur
- Nature and reading lover
- Tireless motivator
- Resilient

**Proud father of Giuliana and Fabiana.**

**Outgoing, enthusiastic, responsible, easy going and reliable team player**



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## Thank you

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