



List of Trainings

TGM Abel & Berger International Ukraine Ltd.

March 2010

Training Delivery

The following list of Trainings are just an example of our complete training portfolio which can be easily amended towards your specific needs and brand standards.

It is our aim to serve you as our partner and the needs of your personnel to establish a sustainable transfer of experience into the day to day automotive business.

In case your organisation should require consistence on training development and/or training delivery, we are willing and prepared to provide these services.

Table of Automotive Training

Sales	Service	Parts & Accessories
<ul style="list-style-type: none"> • Sales Product Training • Sales Process Training • Sales Prospecting • Professional Sales Consultancy • Advanced Technical Aspects for Sales Consultants • Used Car Selling 	<ul style="list-style-type: none"> • Service Advisor Process Training • Service Marketing • Workshop Organisation and Profitability Training • Direct Reception Process Training • Direct Reception Behaviour and Communication Training • Warranty Training 	<ul style="list-style-type: none"> • Basic P & A Organisation • Parts Stock Management • P & A Marketing • Selling Accessories
Dealer Management	Customer Care	Importer / Distributor
<ul style="list-style-type: none"> • Franchise Management • Dealership Profitability • Sales Manager Training • Service Manager Training • P & A Manager Training 	<ul style="list-style-type: none"> • Customer Care Training • Advanced Customer Satisfaction • Quality Service Training 	<ul style="list-style-type: none"> • Dealer Network Development • Quality Dealer Network • Managing the CSI Programme • Field Staff Training
<p>We are able to develop and deliver trainings according to the wishes of our customers, in addition, we are willing to adapt for use in Ukraine and other CIS countries and deliver training concepts provided by manufacturers, which we treat with confidentiality.</p>		

Management Training

Training	Duration	Objectives	Content
<p>Sales Manager Training</p>	<p>3 days</p>	<p>After completing the course, participants will know the main principles of effective management of sales process and people, motivational skills, as well as new car stock management. Participants will also learn the basic key performance indicators in car sales (KPI).</p>	<ul style="list-style-type: none"> • Introduction • Process of car sales • Sales process management • Sales personnel management • Sales communication skills • Basic sales business-planning • Stock management • Maintaining the stock • Sales efficiency • Basic key performance indicators in new car sales • Sales finance KPI's: • Sales financial analysis • Financing, Leasing and Insurance • Understanding sales department budgets • Closing session
<p>Target Audience</p>			
<p>Sales Directors Sales Managers</p>			<p>Comments</p> <p>This training is specifically for automotive Sales Directors and Managers. The focus during the training is on the managerial skills in sales process and stock management and basic financial responsibility.</p> <p><i>Amendments towards your brand, standards and image are welcome.</i></p>

Training	Duration	Objectives	Content
<p>Service Manager Training</p>	<p>4 days</p>	<p>After completing the course, participants will know basic steps of aftersales process, legal implications which rule the service of customers in the dealership, roles and functional responsibilities of service management, dealer service standards, will be able to implement key performance indicators to their dealerships. The service market potential, service marketing, managing customer relationships, customer complaints and dealing with them, customer complaint handling will also be discussed. The emphasize of this training will be focused on service organization, planning and service profitability.</p>	<ul style="list-style-type: none"> • Introduction • Legal considerations, defining service and warranty repair requirements • Process of servicing the customer • Roles and functional responsibilities of the service manager • Organizational and financial responsibilities of the service manager • Responsibilities for implementing and monitoring of retail standards • Customer care responsibilities • Responsibilities on establishing objectives and meeting targets • Key performance indicators • Service market potential • Methods of service marketing • Need for knowing your customer • Elements which support customer care • Customer relation management • Customer complain handling • Workshop planning • Closing session
<p>Target Audience</p>		<p>Comments</p>	
<p>Aftersales Directors Service Directors Service Managers.</p>		<p>This training is specifically for automotive Service Directors and Managers. The focus during the training is on the managerial skills in service planning, workshop organization, financial responsibility and the quality of services offered to customers</p> <p><i>Amendments towards your brand, standards and image are welcome.</i></p>	

Training	Duration	Objectives	Content
<p>P & A Manager Training</p>	<p>3 days</p>	<p>Participants will know their responsibilities for the P & A market, the organisation, performance and overall business profitability, understand the P & A marketing strategies and stimulate increasing P & A Sales.</p>	<ul style="list-style-type: none"> • Introduction to P & A Management • Organisational responsibilities • P & A Manager responsibilities for Personnel • P & A market potential • Setting P & A targets • Methods for P & A marketing • Business to Business customers • Knowing your P & A customers and understand their needs • Identify the important elements which support P & A customer care • Managing customer relations and handling P & A complaints • The need for well planned P & A warehouse organisation and layout • Planning and controlling of P & A performance • Requirements for P & A inventory management • The implementation of successful P & A strategies.
<p>Target Audience</p>		<p>Comments</p>	
<p>P & A Managers</p>		<p>This training is specifically for automotive P & A Managers. The focus during the training is put on the managerial skills in P & A process, organization, stock management and basic financial responsibility.</p> <p><i>Amendments towards your brand, standards and image are welcome.</i></p>	

Training	Duration	Objectives	Content
<p>Sales, Service and P & A Marketing</p> <p>(Planning & Controlling)</p>	<p>3 days</p>	<p>Participants will know their responsibilities for the franchise organisation to support overall business profitability, be familiar with change management and the need for continuous improvement, and the implementation and monitoring of Quality Management.</p>	<ul style="list-style-type: none"> • Introduction • Define the market potential for Sales, Service and P & A • Linking the market with performance targets • Calculating the customer potential based on market share • Calculating departmental personnel requirements and sales, workshop and P & A capacities • Planning new and used vehicle sales • Planning labour hour and P & A sales potential • Increasing workshop efficiency and profitability • Methods for controlling sales and after sales performance • How results can be used to develop your performance <p><i>(Participant groups will be separated into Sales, Service and P & A performance where ever possible)</i></p>
<p>Target Audience</p>			<p>Comments</p>
<p>Sales Managers Service Managers P & A Managers</p>			<p>This course is intended for sales, service and P & A managers to enable them manage the planning of the departmental performance, implement effective controlling methods and further develop performance leading to increased departmental profitability.</p> <p><i>Amendments towards your brand, standards and image are welcome.</i></p>

Sales Training

Training	Duration	Objectives	Content
<p>Product Training for Sales Consultants</p>	<p>2 days</p>	<p>After completing this training participants will know the features of the model, current marketing situation and positioning, and will go through the process of detailed comparison with existing competitors in order to deeply understand the features, advantages and benefits.</p>	<ul style="list-style-type: none"> § Introduction § Brand and general information (General info about brand, manufacturer and their history) § Customer buying motives (e.g. SPACER concept: S-safety, P-performance, A-appearance, C-comfort, E-economy, R-reliability) § Technical and performance characteristics of the mode § Market and target customers for the model § Brand/Model Features, advantages and benefits over the competitors (Market situation in the country) (Who are our customers?) § Main competitors of the model § Closing session
<p>Target Audience</p>			
<p>Sales Consultants</p>			<p>Comments</p> <p>This training allows sales consultants to understand main features, advantages and benefits of a new (or existing) model, compare it with main competitors, test the product during a dynamic test-drive session which will include competitor vehicles, determine positive sales arguments to support the brand model and to learn how to work with customer objections.</p> <p>This training can be delivered using material provided by a manufacturer, or developed by TGM. A selection of vehicles will be required for this training course.</p> <p><i>Amendments towards your brand, standards and image are welcome.</i></p>

Training	Duration	Objectives	Content
<p>Basic Sales Process Training</p>	<p>2 days</p>	<p>After completing this course participants will understand the recommended processes for car sales and its Moments of Truth. They will know how to create a comfort zone for the customer during each stage of the sales process, starting with prospecting up to the follow up after delivery, and how it leads to customer loyalty to the dealership and brand.</p>	<ul style="list-style-type: none"> • Introduction to the sales process and the 10 step sales process • Customer prospecting • Making customer appointments • Customer greeting procedures • Understanding buying motives • Qualifying the customer needs • Product presentation, its characteristics, advantages and benefits to the customer • Conducting the test-drive • Negotiation (final price, payment conditions, final agreement.) • Car delivery procedures • Explanation of the warranty policy • Introduction of the customer to the service department • Follow-up after delivery • Maintaining constant customer contact • Closing session
<p>Target Audience</p>			
<p>Sales Consultants</p>			<p>Comments</p> <p>The training allows the sales consultant to know the new car sales process (depending on the brand requirements, there could be a different number of steps in the sales process). Deep understanding of customer motivation and importance of determination of customer wants and needs is achieved. Dealing with customer objections is described using the existing car models of the brand.</p> <p><i>Amendments towards your brand, standards and image are welcome.</i></p>

Training	Duration	Objectives	Content
<p>Professional Sales Consultancy</p>	<p>2 days</p>	<p>After completing this training the sales consultants will improve their communication and customer handling skills, know how to use different techniques at every step of the sales process, they will also understand the key skills in telephone communication as a tool of attracting and retaining customers.</p>	<ul style="list-style-type: none"> • Introduction to sales communication • Principles and basic characteristics of communication • Personal behaviour and communications in new car sales • Additional tools of communication • Convincing argumentation • Dealing with objectives • Successful negotiating • Dealing with incoming phone calls • Dealing with in-coming phone calls • Preparing negotiations • Developing customer handling skills to obtain customer trust and satisfaction. • Closing session
<p>Target Audience</p>			
<p>Sales Consultants</p>			
<p>Comments</p>			
<p>The training is designed to increase communication skills and develop sales consultant behaviour and customer handling technique. Participants normally attend this training 4 - 6 months after successfully completing the basic sales consultant training course.</p> <p><i>Amendments towards your brand, standards and image are welcome.</i></p>			

Training	Duration	Objectives	Content
<p>Advanced Technical Aspects for Sales Consultants</p>	<p>2 days</p>	<ul style="list-style-type: none"> § To strengthen the importance of basic knowledge of modern car systems and devices § To systemize participants' knowledge in main technical characteristics of the vehicle § To highlight safety as one of the most important characteristics of modern vehicle 	<ul style="list-style-type: none"> § Introduction § How knowledge and skills on main vehicle systems can support sales consultant in his daily responsibilities § Information on technical characteristics of the vehicle § Systematization of knowledge on main car systems § Modern technologies in automotive industry: <ul style="list-style-type: none"> § Modern injection systems § Auxiliary systems § Diagnostic system OBD-II § Modern types of transmissions § Modern systems of 4WD and suspension § Modern comfort systems § Modern electronic systems and their application in different situations § Vehicle Safety § Closing session
<p>Target Audience</p>			
<p>Sales Consultants</p>			
<p>Comments</p>			
<p>This training allows sales consultants to know the features of the main vehicle systems and devices, as well as their operation principles, to understand, how safety can be one of the main arguments in future car sales.</p> <p><i>Amendments towards your brand, standards and image are welcome.</i></p>			

Training	Duration	Objectives	Content
<p>Used Car Sales for Sales Consultants</p>	<p>2 days</p>	<p>After completing this training participants will understand the needs to develop the used car business as a profit center and the key process in buying and selling used cars.</p> <p>Participants will learn how to identify used car opportunities and generate successful used car business.</p>	<ul style="list-style-type: none"> § Introduction § Development of the Used Car Market § Identifying used car customers and potential used car vehicles § Age and types of vehicles to be sold § Calculating used car sales volumes and used car potential § Used car market initiatives § Importance of after-sales and the role of the used car market to boost after-sales profitability § Legal implications for the used car business § Reselling of Rental and Leasing vehicles as used cars § How used cars generate new and additional profit centres § Branding a used car § Closing session
<p>Target Audience</p>		<p>Comments</p>	
<p>Sales Consultants Used Car Sales Consultants</p>		<p>This training will serve to introduce Sales Consultants to the used car business. The used car business has not been developed in CIS countries and the extensive profit opportunity have not been realised.</p> <p>As more and more customers will begin to replace their existing new car with the next new car the dealer networks will face the problem of what to do with them. The answer is to take the opportunity and develop it into a successful used car profit center.</p> <p><i>Amendments towards your brand, standards and image are welcome.</i></p>	

Service Training

Training	Duration	Objectives	Content
<p>Basic Service Advisor Training</p>	<p>2 days</p>	<p>After completing this training participants will know the basic processes of aftersales service, will be able to state the Moments of Truth, know how to serve customers while maintaining trust and delivering satisfaction and will be able to recognize their direct responsibilities for retaining customer in service.</p>	<ul style="list-style-type: none"> • Introduction • Customer Service Consultation • Moments of truth – points of satisfaction or dissatisfaction • Values of service consultants and organisational behaviour • Basic steps of the process of servicing the customer • Responsibilities of the service consultant in dealing with customer • Delivery of a vehicle in the point of sale • Preparing to the customer visit • Making an appointment • Greeting the customer • Orienting the customer • Attending the customer • Preparing a repair order • Scheduling the work • Quality and end control • Explaining the invoice • Follow-up after repair • Revising the process of servicing customer • Closing session
<p>Target Audience</p>			
<p>Service Advisors</p>			
<p>Comments</p>			
<p>This training is recommended for all service advisors especially those who have just started their job at the dealership, to ensure they clearly understand the service customer handling processes and to be able to deliver the standards of service which are essential today. This training can be adopted to the brand standards.</p> <p><i>Amendments towards your brand, standards and image are welcome.</i></p>			

Training	Duration	Objectives	Content
<p>Advanced Service Advisor Training</p>	<p>2 days</p>	<p>After completing this training participants will be able to develop their skills of dealing with customer, effectively use these skills dealing with various types of customers, including "difficult" ones, using their knowledge of service marketing and new sales techniques in service with an objective to retain customers.</p>	<ul style="list-style-type: none"> • Introduction • Effective communication as a basis for service advisor job responsibilities • Personal behaviour in service • Customer handling skills • Tools of communication • Dealing with incoming phone calls. • Preparing negotiations • Developing customer handling skills to obtain customer trust and satisfaction. • Handling difficult customers and managing conflicts • Sales techniques in service • Principles of customer retention • Closing session
<p>Target Audience</p>		<p>Comments</p>	
<p>Service Advisors</p>		<p>The training is designed to increase communication skills and develop service advisor behaviour and customer handling technique. Participants normally attend this training 4 - 6 months after successfully completing the basic service advisor training course.</p> <p><i>Amendments towards your brand, standards and image are welcome.</i></p>	

Training	Duration	Objectives	Content
<p>Direct Reception Process (Part 1)</p>	<p>3 days</p>	<p>§ To learn about main steps of Direct Reception System. Theoretically and practically understand the importance of each of the steps.</p> <p>§ To compare DRS with a traditional way of customer service, explore the advantages of DRS.</p> <p>§ To identify processes of DRS</p> <p>§ To be able to support planning, presenting and implementing of DRS at your dealership.</p>	<ul style="list-style-type: none"> • Introduction • Customer Service Consultation – the old conventional way • System of delivering service to the customer • Basic steps of DRS • Making an appointment • Preparing to the customer visit • Greeting the customer • Orienting the customer • Attending the customer • Attending the vehicle at the hoist • Writing the repair order • Scheduling the work • Quality and end control • Explaining the invoice • Follow-up after repair • The Direct Reception System • Implementation of DRS
<p>Target Audience</p>		<p>Comments</p>	
<p>Service Advisors Warranty Personnel Workshop Foremen P & A Specialists Administrators, Hostesses Dispatchers Telephone Operators</p>		<p>The Direct Reception System (DRS) has been developed by the founder of TGM Abel & Berger GmbH, Mr. Udo Abel. It is successfully implemented in many countries. This is an original customer-oriented method of organizing of service of vehicles at the dealership, combining with the corresponding training of personnel, which directly deals with car owners. The idea is that the owner is directly invited to participate in the process of diagnosing a problem with detailed explanation, which gives to the customer clear understanding of what he is going to pay for, as well as creating the feeling, that he can trust to the professionals. <i>Amendments towards your brand, standards and image are welcome.</i></p>	

Training	Duration	Objectives	Content
<p>Direct Reception Communication (Part 2)</p>	<p>3 days</p>	<p>After completion of this training participants will be able to behave in the right way during the contact with a customer in the direct reception process, using corresponding techniques of verbal and non-verbal communication.</p>	<ul style="list-style-type: none"> • Introduction • Recollection of the DRS Part 1 training • Welcoming the various types of customers • Consultative reception • Presentation of own reception behaviour • Body language and non-verbal communication • Verbal communication skills • Standard technique of Consultative Reception • Generate the change potential • Dealing with customer objections • Informal aspects of the direct reception consultation process • Standard order placement • Handling price objections • Workshop planning and customer orientation • Securing workshop quality control and correct invoicing • Explanation of invoices and announcement of telephone follow-up calls • Standard and difficult telephone follow-up calls • Final session
<p>Target Audience</p>			<p>Comments</p>
<p>Service Advisors Warranty Personnel Workshop Foremen P & A Specialists Administrators, Hostesses Dispatchers Telephone Operators</p>			<p>This part of the training gives participants an opportunity to get behavioural skills to communicate with a customer in various situations, creating an atmosphere of trust. Trust is one of the basic Moments of Truth and the crucial part in this approach of training aftersales personnel. This system allows customer to leave his vehicle being ensured that he will take it back in time, and the car will be like it has just come out the assembly line of a manufacturer. All this are elements of Customer Care Concept.</p> <p><i>Amendments towards your brand, standards and image are welcome.</i></p>

Training	Duration	Objectives	Content
<p>Service Marketing</p>	<p>2 days</p>	<p>After completing this course, participants will be able to:</p> <ul style="list-style-type: none"> • Define the four key steps of the service marketing cycle • Define the significance of key concepts for effective service marketing • Analyze market reports. • Carry out a competitor analysis 	<ul style="list-style-type: none"> • Introduction • Need for service marketing • Service market data • Competitors • Defining groups of customers • Tools of marketing analysis • Marketing cycle • Marketing planning • Goals and strategy • Marketing-mix factors • Marketing of interaction between sales and aftersales • Customer buying motives • Target customer groups • Communication-mix factors • Control in marketing process • Closing session
<p>Target Audience</p>		<p>Comments</p>	
<p>Service Managers Service Advisors</p>		<p>Marketing has to be focused on the demands of the local service market. Participants have an opportunity to apply the target marketing approach on their dealerships in order to strengthen the position of the company at the market compared with the competitors. To achieve the long-term success, dealers need to develop effective marketing concepts of aftersales service.</p> <p><i>Amendments towards your brand, standards and image are welcome.</i></p>	

P & A Training

Training	Duration	Objectives	Content
<p>P & A Organisation</p>	<p>3 days</p>	<p>Participants will be able to understand their responsibilities to manage the P & A dept. beginning with the basic organisational needs, designed to save the dealer both time and cost, leading into Ordering, Stock Management and distribution, all of which relate to profitability.</p>	<ul style="list-style-type: none"> • Introduction • Organisation of the P & A operation • Electronic Parts Catalogue • Technical and product information • Inventory Management • Ordering Systems • Understanding the supply chain • Option Codes & Information • Using P & A catalogues • Optimal Stocking Policy • Optimal Stock Turnover • Pricing Policy • Handling P & A for the Workshop • Closing session
<p>Target Audience</p>			
<p>P & A Staff</p>			
<p>Comments</p>			
<p>This training is recommended for all P & A staff dealing with parts organisation, parts stock management systems, parts marketing, supply to the workshop and counter sales, etc. <i>Amendments towards your brand, standards and image are welcome.</i></p>			

Training	Duration	Objectives	Content
<p>P & A Marketing</p>	<p>2 days</p>	<p>Participants will be able to identify the need for effective Parts Marketing and how it will enable dealers generate more P & A sales volumes and create enthusiasm in your customers.</p>	<ul style="list-style-type: none"> • Introduction • P & A departmental profitability through effective and well planned marketing • Definition of market and market potential • Different types of customers • Competition analysis • Increasing sales of parts and accessories • Marketing basics and steps of implementation • Customised pricing and method of calculation • Marketing of spare parts, tuning parts, accessories, tyres and oils • Telemarketing and Internet (catalogues and online store) • Customised communication and P & A brochures • How to meet the expectation of different types of customers • Closing session
<p>Target Audience</p>			<p>Comments</p>
<p>P & A Consultants</p>			<p>This training is recommended to P&A specialists to develop, strengthen and certify their P & A marketing responsibilities. P & A Consultants have an opportunity to apply the target marketing approach on P & A sales in order to strengthen the position of the company at the market compared with the competitors and to achieve long-term success as a result of an effective marketing concept.</p> <p><i>Amendments towards your brand, standards and image are welcome.</i></p>

Customer Care Training

Training	Duration	Objectives	Content
<p>Customer Care</p>	<p>3 days</p>	<p>After completing this training participants will know the main elements of Customer Care and the role they will play in achieving the highest level of Customer Satisfaction.</p>	<ul style="list-style-type: none"> § What is Customer Care? § “Serving the Customer”? § Basic Elements of Customer Care § A Customer Care Delivery System § The value of the Customer to the Dealership § A Customer Friendly Dealership § Support Customer Care § Customer Relations Management § Customer Complaint Handling § Monitoring Customer Satisfaction § Methods of Enhancing Customer Relationships § Employee Satisfaction v. Customer Satisfaction § Customer Retention § Internal Quality Management Process
<p>Target Audience</p>		<p>Comments</p>	
<p>Management Customer Relations Managers Sales Consultants / Assistants Service Advisors / Assistants Workshop Foreman other Customer Interfacing Employees</p>		<p>This training is recommended by TGM to everybody who deals with customer. The huge TGM experience in working with the biggest car manufacturers and distributors in Ukraine and all over the world shows that the deep understanding of main principles of customer care will be the main factor which allows to retain and attract customers to the dealership.</p> <p><i>Amendments towards your brand, standards and image are welcome.</i></p>	

Training	Duration	Objectives	Content
<p>Warranty</p>	<p>3 days</p>	<p>Participants will know the main elements of customer Warranty Handling and will be familiar with the processes and related procedures.</p>	<ul style="list-style-type: none"> • Manufacturer Warranty • Warranty Processes and Procedures • Receiving New Vehicles from the Manufacturer/Importer • Work before Delivery to the Customer • Handling the Customer Complaint • Writing the Workshop Repair Order • Warranty Information Systems • Completing the Warranty Claim • Obtaining Warranty Authorisation when required • Checking Warranty Payments • Dealing with Claim Rejection and Corrections <p><i>The contents of this Warranty Training will need to be adjusted to follow the actual warranty policies and procedures of a manufacturer and/or Importer.</i></p>
<p>Target Audience</p>			<p><i>The contents of this Warranty Training will need to be adjusted to follow the actual warranty policies and procedures of a manufacturer and/or Importer.</i></p>
<p>Warranty Administrators Service Advisors Workshop Foreman</p>			<p>Comments</p>
<p>This training is intended to ensure all key personnel are fully familiar with the manufacturer and/or Importer Warranty policies and procedures.</p>			<p><i>Amendments towards your brand, standards and image are welcome.</i></p>

Importer/Distributor Training

Training	Duration	Objectives	Content
<p>Field Staff Training</p>	<p>3 days</p>	<p>Participants will know the responsibilities of Field Staff in managing the dealer network in the interests of the distribution company, vehicle brand, dealership and customer</p>	<ul style="list-style-type: none"> • Introduction • Creating a Customer Orientated Culture • Understanding dealer contracts • Setting and implementing the Dealer / Retail Standards • Dealer Facility Guidelines • Setting Targets and Monitoring then in <ul style="list-style-type: none"> - Sales - Service - P & A • Reporting Systems • Follow-up Procedures • Warranty cost control • Dealer Incentive Programmes • Dealer Training Plan • Legal Aspects • Quality Service / Customer Satisfaction • CSI programme • Customer Complaint Handling • Continuous Improvement Programme • Complete an Action Plan • Closing session
<p>Target Audience</p>			
<p>Importer / Distribution Company Field Staff and Dealer Development Staff</p>			
<p>Comments</p>			
<p>This training is intended to Importer / Distribution company personnel and not for dealers and includes many aspects of the daily job responsibilities of Field Staff.</p> <p>Field Staff manage the dealer network and to carry out such responsibilities they need to be well trained as it is their responsibility to ensure the dealerships do actually achieve the required standards. This training is presented by trainers with extensive field experience and is amended specifically to support the brand, standards and image of the customer.</p>			

We proudly offer ...

“A Vision into the Future”

Anna.Grinets

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