



SOTER-LINE  
EDUCATION CENTER

# YOUR BUSINESS COMPASS TO SUCCESS

TRAINING PROGRAMS OF THE SOTER-LINE EDUCATION CENTER



*"DISCOVERY CONSISTS OF SEEING WHAT EVERYBODY HAS SEEN  
AND THINKING WHAT NOBODY HAS THOUGHT."*

/ALBERT SZENT-GYÖRGYI/

## OPINIONS AND IMPRESSIONS ABOUT OUR TRAININGS

*"Trainings conducted by Soter Line have exceeded the international standards of the PricewaterhouseCoopers. You have been continuing to offer modern solutions for us with the help of content focused well-prepared trainers using appropriate tools, methods, and equipment."*

**Mrs. Péterné Kerekes**  
PricewaterhouseCoopers Kft.  
Director of Human Resources

*"The trainings you have been provided to us have been valuable and useful for our colleagues throughout the years. We continue to rely on your services in the future."*

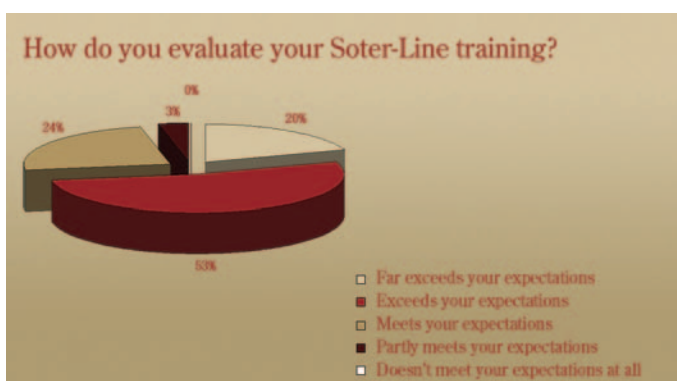
**Mr. László Bek Ella**  
BNP-Dresdner Bank Rt.  
Director of Human Resources

*"Soter Line Education Centre has been providing trainings for colleagues dealing with our Bank costumers in the field of sales ad customer service. Our colleagues have been given exceptionally valuable skills...We could almost immediately feel the usefulness of the trainings. I would specially like to compliment on your punctuality and organizational skills."*

**Mrs. Ferencné Deák**  
Porsche Bank Rt.  
Head of Human Resources

*"We have been conducting our trainings onsite at the Soter-Line Education Center for our satisfaction. Trainings have always been preceded by meticulous preparations and consultations in the presense of training managers and staff in our head office.... Based on our experience, working with the competent professional staff of Soter-Line, I would highly recommend Soter-Line corporate services to other companies as well...."*

**Ms. Szilvia Reitterer**  
Intercooperation  
Marketing és Disztribúciós Rt.  
Head of Human Resources





## GREETINGS

*Dear Reader,*

*We all know that Human Resources should have an important capacity to insure the implementation of goals to perk up business performances.*

*As adults, we learn through experience the most effectively. Learning in small groups in a safe and relaxing environment, utilizing symbols and other learning tools are nowadays necessities to improve practical skills, competencies and attitudes. To meet demands, we have developed a training method along with a collection of training programs built on international standards, tailored to the traditions and needs of the Hungarian market.*

*Our team of professional trainers and advisors of Soter Line Education Center have come and/or are working in the competitive sector. With their help your business can set in motion your hidden resources while teach your staff how to renew, self-develop on its own in the future. Taking an active part in the making of a better prepared and committed staff for companies we could help you to meet the daily challenges of work and contribute to the effectiveness of your business.*

*We offer trainings in the areas of management competencies, communication, teambuilding, sales, conflict-resolution and customer service.*

*Training programs - conducted in both in Hungarian and English - are built on an interactive workshop format, using case-studies and other progressive methods.*

*We prepare our individualized programs to integrate western management techniques applicable to the Hungarian business standards, and provide systematic support to the management via the improvement of skills.*

*We believe that our fifteen years of experience in training and the faith in the value of our service are the guarantees for partnership by which your business can grow and expand.*

*We invite you to learn more about our services, to be your compass for success!*

*Best regards,*

**Ella Szótér**  
CEO



## OUR GOALS AND PHILOSOPHY

Soter-Line Education Center aims to develop training and workshop packages to business partners that are aligned to the needs and the culture of the given company.

The purpose of our company-oriented programs is to develop the individual natural endowments of our partners, so to help the increase of their effectiveness. Our trainings help to form and strengthen the participants' self-confidence and motivation which are essential for responsible work.

### WE WOULD FURTHER LIKE TO

- contribute to the success of companies;
- affect the most determinative areas concerning success;
- improve participants' competency;
- propel you to make successful changes;

### PHILOSOPHY

We are determined to build alliance with our partner companies. We are committed to identify, assess and understand your corporate needs and requests. Our specialized programs aimed to solve the emerging business tasks and issues. Using up-to-date utilizable, complex, professional and applicable knowledge we focus on comprehensive solutions and applicable alternatives.

### THE PRINCIPLES OF OUR BUSINESS PHILOSOPHY

- Visible progress.
- Quality.
- Measurable results.

The guarantee of the return of training investment is that we choose the most effective tools and methods taking the peculiarities and needs of the given company into consideration. Up-to-date utilizable, complex, professional and applicable knowledge help solve problematic business cases effectively.



*“WHEN AN ORGANIZATION INSISTS ON SOLVING PROBLEMS BY OLD METHODS, THE CURES OF YESTERDAY WILL BECOME THE CAUSE OF ILLNESS OF TOMORROW.”*  
/ED OAKLEY/

## EFFECTIVE LEARNING METHODS

### WE OFFER MODERN COMPANY SOLUTIONS

We prefer interactive methods where trainees become active participants, so they can affect the flow of the training.

Trainees discover - similarly to the school of life - connections and make real the instinctively well or badly applied methods by solving problems and life-like situations so that they are able to choose the most effective tools for their everyday work.

If participants solve the problems themselves and so learn how they should handle realistic situations, then on one hand, the imprinting will be more intensive and, on the other hand, the proper change of behavior will be more remarkable.

### EFFECTIVE TRAINING METHODS

- Practice oriented programs ensuring the skill improvement of individuals with the help of variable methods.
- One person, pair work, small group and whole group exercises.
- Situation exercises, case studies, the analyses of professional problems and difficult situations where participants face during their work.
- Well planned games make programs colorful and relaxed.
- We support the learning process with different visual effect and handouts.

### TECHNIQUES INCREASING THE EFFECTIVENESS OF TRAININGS

- Personalized, professional feed-backs.
- Preparation of individual development programs.
- Action plan prepared at the end of certain programs motivate participants to put the acquired knowledge and skills into practice.



“THE HIGHEST REWARD FOR MAN’S TOIL IS NOT WHAT HE GETS FOR IT,  
BUT WHAT HE BECOMES BY IT.”  
/JOHN RUSKIN/

## RANGE OF TRAININGS ADJUSTED TO YOUR COMPANY NEEDS

### Company trainings

#### Open trainings or personalized trainings

##### COMPANY TRAININGS

Programs adjusted to the profiles of businesses, which can be a single occasion or multiple occasion continuous trainings. We put together custom made programs based on the needs and the actual tasks and plans of the company.

We pay great attention to your company goals, along with the need of participants and your expectations of the outcome. After the training and the practical "apply it the real life" type activities we offer an opportunity to evaluate the learned materials, ask questions and receive further help with the integration and application of the material.

##### OPEN TRAININGS OR PERSONALIZED TRAININGS

We offer open or personalized trainings where we accept participants from any companies and businesses. We hold these trainings at a prescheduled time and location. These trainings are open for the public thus usually have the representatives of several companies at the same time.

The goal of this open or personalized trainings is to help those small firms and businesses where the need for training only present for one or two employees at the time or for some reasons there is no chance to hold trainings for a larger group at a certain field.

##### WHAT WE GUARANTEE

In methodology, content and dynamics, Soter-Line trainings have traditionally been flexible. Carefully adjusting to your business goals and to the needs of the participants we are committed to build long term partnerships. Our goal is to fit in with the lifecycle of your business, to provide you with new insights to the capacity of your human resource. We offer our trainees practical, applicable skills enhancing awareness and problem solving. Using periodic follow ups on various forms we are interested in insuring long term progress and efficiency for your business.



# TRAINING CONSTRUCT AND STRUCTURE

## PLANNING

First of all we define the expectations and needs of clients then analyze the target group of the training.

## BUILDING THE METHODS OF THE TRAINING

After analyzing the received information, we set forth the thematics and methods. If it is required we present the methodology construct to the heads of the business or appointed colleagues. We synthesize their observations and suggestions into the given training.

## THE EXECUTION OF TRAINING

We conduct the training on the location of your choice. In the case of two three days trainings we collect the observations of the participants after the first day and adapt and synthesize the received information into the second and third day program as well.

In the end of the program both verbally and in written form we have the participants evaluate the methods, the material and the trainers through our custom made questioners.

## FOLLOW-UP

After the training has been conducted for a certain time we continue to assess the practical applicability of learned skills, how participants were able to integrate new skills in their every day work. A few month after the training we recommend a "brushing up" session to our business partners, where the participants give account of their experiences, talk about results and successes along with the challenges they continue to face.

We recommend follow-up trainings quarterly to make sure the upkeep and the optimal retention of knowledge and to remedy potential challenges. During these follow-up sessions we focus on existing company specific situations and applications, through which the effectiveness of our trainings extend to the desired level.



“SUCCESS IS NOT A QUESTION OF LUCK BUT OF SOUND STRATEGY!”  
/PAUL MACDONALD/

## TRAININGS WE OFFER

### 1. MANAGEMENT TRAININGS

- Basic management skills
- Management resources
- Managing changes
- Project management

### 2. SALES AND MARKETING TRAININGS

- Sales strategies, and techniques
- Telemarketing techniques
- Bargaining
- Customer services
- Complexities of external and internal services

### 3. DEVELOPING INDIVIDUAL COMPETENCIES TRAININGS

- Communication skill training
- Presentation and negotiation skills
- Mastery level communication
- Stress and conflict management
- Secretary skills training
- Time management and enhancing personal effectiveness in an organization
- Mastery level decision- making
- Effectively managing meetings
- Conflict and Stress management

### 4. TEAMBUILDING TRAININGS

- Making of an effective teams
- Integration of new members
- "Shake up" trainings designed to improve commitment
- Reward and adventure programs

### 5. ORGANIZATION DEVELOPMENT TRAININGS

- Creating a company philosophy
- Establishing and applying the conditions of commitment
- Coordination of human resource along the lines of values
- Cross cultural training

### 6. MAKING OF PERSONAL AND ORGANIZATIONAL ACTION PLANS

*(concrete, result focused, planning which could be utilized right away in the process of development and its execution)*



## OUR TEAM OF PROFESSIONAL TRAINERS

Our team of professional trainers and analysts will assist you to define the most suitable solutions for you.

The key is that our trainers, who are locals or foreigners with local experience, act as facilitators not as teachers. In order for your staff to learn from the workshops they must be involved. From the pre-workshop consultation through the workshop and the follow-up meetings, we have our client's needs in mind. Utilizing interactive training methods, participants are provided with information and suggestions that can be used immediately.



TIBOR AMBRUS

Management Trainings  
Sales and Marketing trainings



ÉVA BATÓ

Management trainings  
Developing individual competencies  
trainings



TIBOR FERKOVICS

Management trainings  
Sales and Marketing trainings



TAMÁS FORRÓ

Teambuilding trainings  
Sales and Marketing trainings  
Developing individual  
competencies trainings



JUDIT KRISZTINA JÁVORKAI

Developing individual  
competencies trainings  
Sales and marketing trainings



LEVENTE SOMOGYI

Organization development trainings  
Developing individual  
competencies trainings



# INFRASTRUCTURE FOR THE SUPPORT OF OUR TRAININGS

We provide trainings on and off site locations of your choice.

## ADDRESS OF THE SOTER-LINE EDUCATION CENTER

7. Erzsébet krt, Budapest (we do not charge room rent if the training takes place in our rooms)



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## OFF-SITE LOCATIONS

### 1. Location your company

### 2. Soter-Line Recommendations for training locations: see a few illustrations below (travel, housing, additional costs will be paid by the customer)

- Almásy Castle Hotel
- Domonyvölgyi Hunting Lodge
- Kőkapui Hunting Lodge
- Savoyai Castle Hotel
- Seregélyesi Castle Hotel
- Sziráki Hotel
- Szépalma Hotel
- Szidóna Castle Hotel
- Fenyőharaszt Castle Hotel



YOUR BUSINESS COMPASS TO SUCCESS

## OUR REFERENCES

ADECCO KFT.

ÁLTALÁNOS ÉRTEKFORGALMI BANK RT.

BNP-DRESDNER BANK RT.

DUPONT MAGYARORSZÁG KFT.

EUREST ÉTTEREMÜZEMELTETŐ KFT.

EURONET BANKTECHNIKAI SZOLGÁLTATÓ KFT.

GLOBUS KONZERVIPARI RT.

INTERCOOPERATION MARKETING ÉS DISZTRIBÚCIÓS RT.

MANPOWER KFT.

PODRAVKA INTERNATIONAL KFT.

PORSCHE BANK HUNGARY RT.

PRICEWATERHOUSECOOPERS KFT.

SCA HYGIENE PRODUCTS KFT.

SCONTO BÚTOR KFT.

T-SYSTEMS HUNGARY KFT.

VALEANT PHARMA MAGYARORSZÁG KFT.





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