

HOME PAGE

[Hero Section]

[Headline:] The "How" of Sales

[Subheadline:] Beyond sales scripts and product pitching. Train your sales intuition for the "Moments of Truth" that make or break every deal.

Sales Kung Fu 销售功夫 is not sales training... It is the skillset that will help you build trust with key players and teach, tailor and take control of your most important customer situations.

Communicative impact is not created by knowledge, but by attitude, precise technique and repeated practice.

[Primary CTAs:] Schedule Strategy Call Apply for the Sihing Path

[Why This is Different Section]

[Section Title:] Why This is Different

[Subheading:] Unlock the potential of Challenger Sales and MEDDICC by addressing the real challenge: the knowledge-doing gap.

Star salespeople can be cheeky – if they can get away with it.

We call this the "Knowledge-Doing Gap of Sales". It results in:

- **Inefficient Resource Utilization:** Important steps in the sales process are skipped, opportunities are not diligently qualified, and resources are wasted on weak or poorly managed opportunities.
- **Lack of Predictability:** The success rate of the majority of sales representatives is too low, making it difficult to forecast sales achievements and jeopardizing quota attainment.
- **Late Crisis Recognition:** Many organizations recognize this existential crisis very late and then search for immediate remedies, which often focus solely on quantitative acceleration ("more of the same" or "more of the same with AI") and ignore the root cause of the problem.
- **Dependence on a Few Large Deals:** Success often hinges on a few large deals that require organizational focus and the highest precision in execution.

[Comparison Table:]

Challenger Sales and MEDDICC	Sales Kung Fu 销售功夫 Shing Path
Traditional sales training	6-month systematic training journey
The “What” of Sales	The “How” of Sales
Methodology, Knowledge and Playbooks	Sales Reflexes and Intuition
Standardized	Individualized
Can be applied by about 10% - 20% of Sellers	Understandable and learnable for everybody

[Quote:] "The gap between knowing what to do and actually doing it in high-pressure moments is where most sales training fails. We train the moments that matter most." — Andreas Fauler

[Challenger Sales + Sales Kung Fu:] Most high-performing sales organizations use the Challenger Sales and MEDDICC methodologies for selling innovative technologies that require organizational change. Research shows only 31% of salespeople achieve their targets, while 17% of reps generate 81% of sales. Here's why: Challenger Sales tells you WHAT to do in the sales cycle, but not HOW to do it.

Sales Kung Fu provides the HOW of Challenger Sales. We train you for the critical moments when you're sitting across from the customer and need to execute with precision.

[The Method Section]

[Section Title:] The Method

[Introduction:] A systematic approach to developing sales intuition through martial arts principles and advanced psychology.

Sales Kung Fu extends your "keyboard of social interaction"— training you to handle critical sales moments with precision and authenticity.

[Three Pillars:]

01 - **Critical Moments Mastery:** Master the HOW of critical Sales Interactions (the "Moments of Truth"). Sellers will be able to become relevant for economic buyers via more effective "commercial teaching", incl. establishing a "big idea" for a collaboration by "tailoring" their capabilities to highly desirable customer futures and ultimately "taking control" of the sales cycle.

02 - **Pattern Recognition:** Develop intuitive responses to subtle behavioral cues and conversation dynamics through the 16 techniques grouped into four areas of impact: Push (driving topics forward), Pull (strengthen relationships), Clarity (securing decisions), and Escape (readjust the conversation).

03 - **Authentic Connection:** Move beyond pushing the customer to genuine human connection that drives trust and results. The focus is on the ability to confront customers without damaging the relationship – and to deepen trust even when things go wrong.

[Methodology Explanation:] **The 7 Gates - The Psychological Customer Journey** Our approach identifies 7 critical gates in every sales cycle:

1. Relationship Gate – Desirabilityrelationship and status
2. Relevance Gate – Pain, vision, added value
3. Urgency Gate – Pressure to decide
4. Proof Gate – technical and strategic feasibility
5. Contract Gate – Commitment and conclusion
6. Access Gate – access to the organisation
7. Inner Gate – inner peace and targeted action for the salesperson

[The 16 Techniques:]

Push – Drive topics forward:

1. Demand: Demand clear expectations or actions
2. Evaluate: Evaluate statements and offers to provide direction
3. Threaten/warn: Suggest consequences if no action is taken
4. Argue: Provide structured explanations and arguments for benefits
5. Assert: Represent facts clearly and firmly
6. Propose: Actively put forward ideas for solutions

Pull – Strengthen relationships:

1. Listening: Active, attentive, structured and reflective
2. Support: Show agreement, give backing
3. Reveal: Share your own emotions or uncertainties
4. Invite: Actively engage the customer in conversation
5. Envision: Create an emotional picture of what the future could look like after the solution
6. Emphasise common ground: Name shared goals, values or experiences

Clarity – securing decisions:

1. Summarise: Get to the heart of the matter
2. Obtaining commitment: Making clear agreements

Escape – readjust the conversation:

1. Avoidance: sidestep or pause on sensitive topics
2. Free yourself: Initiate a change of perspective or use meta-communication

[Basic Principles:] - Purity: Do not mix techniques – e.g. no "demanding with question marks"

- **Dosage:** A few targeted techniques are more effective than a string of phrases

- **Pauses:** Allow space between techniques to allow them to take effect

- **Secure the relationship:** Every confrontation needs emotional feedback (e.g. through the pull technique)

- **Reflexivity through training:** Techniques are practised until they can be applied spontaneously but precisely

[Sample Critical Situation Example:] Example: "Customer says: 'Your price is €3,000? We never pay more than €1,500.' Most salespeople panic and immediately offer: 'Well, maybe we can do €2,000 for two days.' In three seconds, you've lost €1,000. Sales Kung Fu teaches you five different response patterns for this exact moment, each designed for different customer types and situations."

[Choose Your Path Section]

[Section Title:] Choose Your Path

[Introduction:] Three distinct programs designed for different needs and commitment levels. All focused on systematic results, not quick fixes.

[Enterprise Training Card]

[Title:] Enterprise Training - Sifu Path

[Subtitle:] For Sales Teams & Organizations

[Pricing:] Custom Pricing

[Duration:] 3-6 Months

Features:

- Customizable curriculum for your industry
- In-person workshops + virtual sessions
- Systematic Coaching for Sales Leaders to become Sifu Sales Leaders
- Create Sales Special Forces: Star Performers (top 0.1%) and Top Performers (top 10%)
- Team dynamics and culture transformation
- Ongoing support and measurement
- ROI tracking and reporting

[Target:] Perfect for Sales Managers, CROs, and VP Sales looking to optimize "Must-Win" Deals

[CTA:] Schedule Strategy Call

[Individual Journey Card - Marked as "Most Popular"]

[Title:] Individual Journey - The Sihing Path

[Subtitle:] 6 Month Intensive Program

[Pricing:] Application Required

[Duration:] 6 Months

Features:

- Personal assessment of 16 sales skills
- Three interactive online seminars
- Six group coaching sessions
- Four "Fight Clubs" (live simulations)
- Weekly micro-teachings (impulses & exercises)
- Monthly supervision for real cases
- Direct access to founders
- Lifetime alumni network

[Target:] For committed high-performers ready to become Sihing (Sales Kung Fu 销售功夫 Master)

[CTA:] Apply for Journey

[Q4 Coaching Card - Marked as "Urgent Results"]

[Title:] Selective Q4 Coaching

[Subtitle:] Immediate Impact for Critical Deals

[Pricing:] Premium Investment

[Duration:] 4-8 Weeks

Features:

- Rapid deployment for critical deals
- One-on-one strategic coaching
- Real-time conversation preparation
- Immediate pattern recognition training
- Emergency support for high-stakes meetings
- Guaranteed measurable improvement

[Target:] When every deal counts and time is critical

[CTA:] Get Q4 Support

[Discovery Call CTA:] Not sure which program is right for you? Schedule a Discovery Call

[Meet the Founders Section]

[Section Title:] Meet the Founders

[Introduction:] A unique combination of psychological expertise and martial arts mastery, creating an unprecedented approach to sales training.

[Andreas Fauler]

[Title:] Sifu | Accelerate Execution | Founder | Advisor | Angel Investor

[Bio:] Andreas has +25 years of experience in Enterprise Sales. During his first 20 years, he worked for some of the most successful enterprise software and cloud companies, including IBM, Novell, SuccessFactors, SAP, Arago, and Celonis. For about 5 years, he has been an

independent Sales Advisor to enterprise software and cloud Start-Ups and Scale-Ups mainly in the Data and AI space.

Andreas was meeting his quota in 90% of all full fiscal years at eight different companies and was able to close many of the biggest deals and create lighthouse references for all of those organizations. From 2011 to 2018, he was a member of the CEB Sales Leadership Council, which did the initial research and invented Challenger Sales.

[Areas of Expertise:] - Enterprise Sales - Category Design (Certified Category Pirate 2024) - Power Base Selling - Co-innovation partnerships

[Dr. Frank Kuhnecke]

[Title:] Dr. | Psychologist | Change Architect | Master of Conversation

[Bio:] Dr Frank Kuhnecke holds a doctorate in psychology with a focus on applied and cybernetic psychology. After several years of teaching at university, he founded one of the first management consultancies in the German-speaking world to systematically research and design feedback culture and communication in organisations.

Over 45 years of practicing traditional martial arts, studying under Sifu Lo Man Kam, the nephew of Yip Man – Bruce Lee's legendary teacher. As a personal student, he learned the philosophy and teaching methods that now flow directly into Sales Kung Fu methodology.

[Areas of Expertise:] - Applied Psychology - Martial Arts Philosophy - Strategic Consulting - Change Facilitation

[Bridging Section:] Bridging Ancient Wisdom with Modern Sales Science

"Influence is not created by arguments – but by attitude, timing and communicative finesse." The unique combination of Andreas's sales expertise and understanding of Challenger methodology with Frank's psychological insight and martial arts mastery creates a training system based on principles from martial arts, psychology and strategic conversation techniques.

[Quote:] "In Kung Fu, there is no if, no when, no perhaps. There is only your intuition and your reaction that you are able to show." – Sifu Lo Man Kam

[Proven Results Section]

[Section Title:] Proven Results

[Introduction:] Our systematic approach delivers measurable improvements in the metrics that matter most.

[Statistics:] - **40%+** Average increase in close rates within 90 days - **6x** Faster deal cycles through better qualification - **85%** Of participants report increased confidence in critical customer situations - **2.3x** Improvement in average deal size - **Top performers are 8.5x** more effective at handling objections - **5x** more effective at reaching the economic buyer early on

Pitcture 1

[Testimonials:] Sarah Chen VP Sales, TechCorp Fortune 500 Software Company "Sales Kung Fu completely transformed how our team approaches client conversations. We're seeing results we never thought possible."

Marcus Rodriguez Senior Account Executive Enterprise Solutions "The individual journey was intense but worth every minute. I finally understand the difference between knowing and doing."

[Industry Trust Line:] Trusted by sales professionals across industries: Technology | Healthcare | Financial Services | Manufacturing | Professional Services

[Ready to Master Section - Footer CTA]

[Section Title:] Ready to Master Your Sales Kung Fu?

[Introduction:] Join the elite group of sales professionals who've moved beyond traditional methods to achieve extraordinary results through systematic training.

[Enterprise Teams Card]

[Title:] Enterprise Teams

[Description:] Transform your entire sales organization with customized training that delivers measurable ROI. Close the "Knowledge-Doing Gap" and enable your team to win large deals from the beginning.

[CTA:] Schedule Strategy Call

[Details:] Free 30-minute consultation • Custom proposal • No obligation

[Individual Mastery Card]

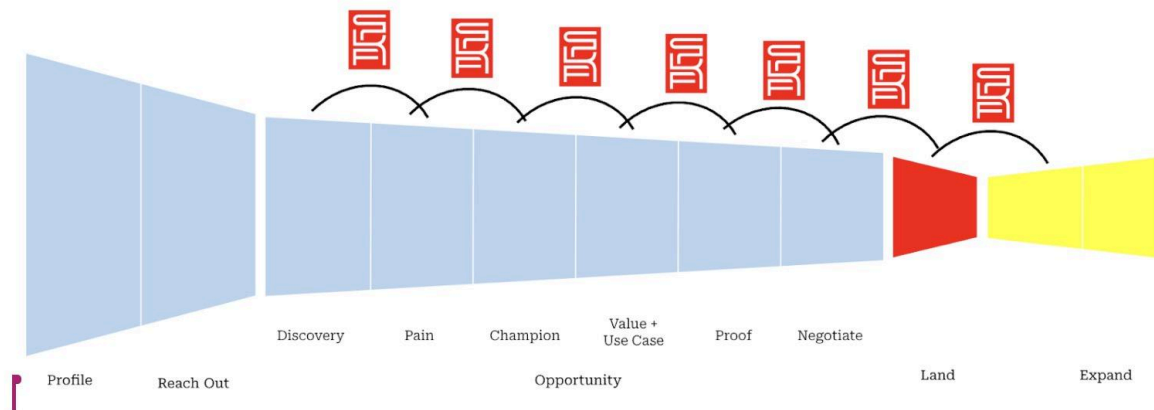
[Title:] Individual Mastery

[Description:] Join our selective 6-month Sihing Path for committed professionals ready to achieve mastery. Graduate from Taidu (Sales Kung Fu Scholar) to Sihing (Sales Kung Fu Master).

[CTA:] Apply for the Journey

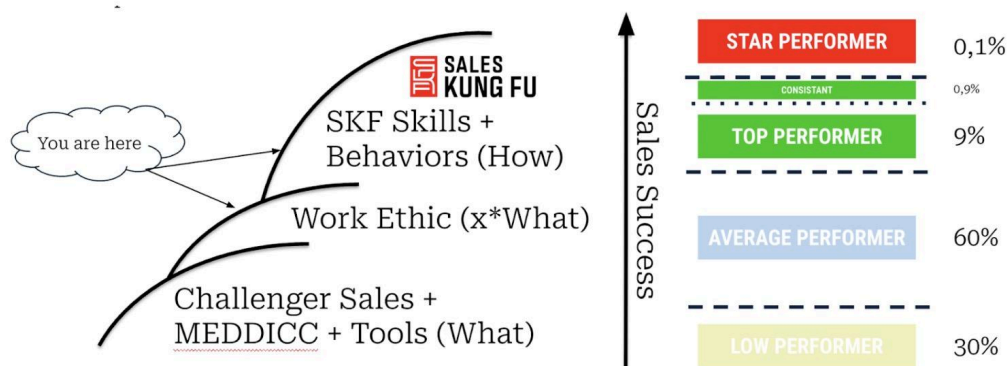
[Details:] Application required • Limited spots • 6-month commitment

[Emergency CTA:] Need immediate results for Q4? Get Emergency Q4 Support



Picture 2

Sales Kung Fu 销售功夫 - The “HOW” of Sales



Picture 3

INDIVIDUAL JOURNEY PAGE

[Alternative Names:] The Sihing Path | Sales Mastery Journey | The 6-Month Transformation

[Hero Section]

[Headline:] The Sihing Path: From Scholar to Master

[Subheadline:] Join an exclusive cohort of ambitious sales professionals committed to systematic skill development through the ancient principles of Kung Fu mastery.

[Problem Statement Section]

[Problem:] The Knowledge-Doing Gap is Killing Your Sales Performance

[Explanation:] You know the methodologies. You've read the books. You've attended the trainings. But in the crucial "moments of truth" – the high-stakes, unpredictable customer interactions – you struggle to apply this knowledge instinctively and effectively. This leads to poor conversion rates, limited access to power, ghosting in early stages, smaller deal sizes, extended sales cycles, and lost opportunities.

[Program Structure Section]

[6-Month Journey Outline:]

Month 1: Assessment & Foundation - Complete Sales Kung Fu Assessment identifying your strengths and weaknesses - Learn the 16 techniques and rules of effectiveness - Introduction to the 7 Gates framework - Begin daily micro-learning (15 min)

Month 2: Critical Moments Training - Master the 7 Gates: the psychological customer journey - First Fight Club simulation - Practice pattern recognition with real customer cases - Begin real-world application

Month 3: Customer Psychology Deep Dive - Three critical situations and how to act in them - Advanced behavioral analysis - Second Fight Club simulation - Group coaching on live opportunities

Month 4: Advanced Techniques - Complex negotiation scenarios - C-level conversation mastery - Third Fight Club simulation - Emotional regulation under pressure

Month 5: Integration & Mastery - Combine all skills in live scenarios - Fourth Fight Club simulation - Peer coaching and feedback - Performance measurement against initial assessment

Month 6: Graduation to Sihing - Final assessment and certification - Transition from Taidu (Scholar) to Sihing (Master) - Entry into Fight Club alumni network - Ongoing mastery plan development

Program Components: - 3 Interactive online seminars - 6 Group coaching sessions - 4 Fight Clubs (online or on-site simulations) - Individual training plan based on personal assessment - Weekly micro-teachings - Monthly supervision for real cases - Maximum 12 participants per cohort

[Who Should Apply Section] This Journey is For You If: - You have at least 2 years of sales experience - You're working on enterprise or complex B2B sales - You have at least 2 real customer cases to work with - You're willing to commit to daily practice and weekly training - You want to be a consistently high performer, not occasional - You're ready to move beyond scripts to true mastery

This Journey is NOT For You If: - You want quick fixes or shortcuts - You're not willing to invest significant time and effort - You don't have current sales opportunities to practice with - You're looking for traditional sales methodology training

[Application Process Section]

[Application Process:]

Step 1: Complete Application Answer our assessment questions about your experience, goals, and commitment level.

Step 2: Selection Review We review applications and select candidates who demonstrate growth mindset and commitment.

Step 3: Discovery Call Selected candidates have a conversation with our team to ensure mutual fit.

Step 4: Program Invitation Accepted candidates receive program details and investment information.

Prerequisite: At least 2 real customer cases + commitment to daily micro-learning (15 min)

[Investment & Next Steps Section]

[CTA:] Apply for the Sihing Path

[Secondary CTA:] Schedule a Discovery Call

ENTERPRISE OFFERING PAGE

[Alternative Names:] The Sifu Path | Enterprise Excellence Program | Organizational Transformation

[Hero Section]

[Headline:] Create Your Sales Special Forces

[Subheadline:] Systematic sales training that delivers measurable ROI for high-performing organizations selling complex, innovative solutions.

[The Challenge Section]

[The Challenge Every Sales Leader Faces:] In the current economic climate, characterized by accelerated change and economic downturn, Sales Leaders are facing increasing difficulties in achieving their sales targets. Customers are buying more selectively, and sales cycles are lengthening.

Your Quarterly results depend on a few critical deals. Only 31% of your team makes quota consistently. You need every advantage to close the deals that matter most.

Most sales organizations use Challenger Sales and MEDDIC methodologies, but struggle with execution. Your team knows WHAT to do - they need to learn HOW to do it in high-pressure moments.

[The Performance Reality:]

- Only 31% of salespeople achieve their targets
 - 17% of reps generate 81% of sales
 - Success depends on handling diverse customer types across all sales cycle stages
 - Traditional sales trainings fail because they only cover the "WHAT" but not the crucial "HOW"
-

[Our Approach Section]

[Sifu Outcomes - Systematic Excellence:]

Sales Kung Fu 销售功夫 enables Sales Leaders to achieve the following critical outcomes:

Sihing Outcomes: - **Increased Influence in Customer Interactions:** Sales professionals are empowered to positively shape customer reality and build trust through targeted, precise communication - **Increased Closing Rates and Predictability:** By improving communication skills in critical customer situations, sellers become more influential and the sales process becomes more predictable - **Enhanced Qualification and Focus:** The ability to qualify high-potential opportunities early and precisely is significantly improved - **Optimization of "Must-Win" Deals:** Targeted investment in the sales professionals working on the most important opportunities - **Closing the "Knowledge-Doing Gap":** Sales professionals can apply theoretical knowledge of Challenger Sales and MEDDIC in practice

Sifu Outcomes: - **Systematic Coaching:** Sifu Sales Leaders (Sales Kung Fu Masters of Masters) develop systematic coaching capabilities - **Sales Special Forces:** Create teams of Star Performers (top 0.1%) and consistent Top Performers (top 10%), mastering the most complex engagements

[Program Options Section]

Q4 Emergency Response Program: (4-8 weeks) - Immediate deployment for critical deals - Focus on must-win opportunities - Rapid skill deployment for high-stakes conversations

Team Excellence Program: (3-6 months) - Comprehensive skills development - Leadership coaching - Culture transformation - Pilot with 3-5 key performers

Organization-Wide Implementation: (6-12 months) - Phased rollout across sales organization - Train-the-trainer components - Full integration with existing processes

[Typical Engagement:] 1. **Assessment Phase:** Identify highest-potential team members and critical deals 2. **Pilot Program:** Work intensively with key performers on active opportunities 3. **Results Measurement:** Track impact on close rates, deal size, and cycle time 4. **Scale Decision:** Expand to broader team based on proven results

[Results & ROI Section]

[Measurable Impact:] - Immediate improvements during the program - Significant performance gains on active opportunities - Enhanced resource allocation and focus - Predictable sales achievement and forecasting

[Next Steps Section]

[Discovery Call Process:] Schedule a free 30-minute consultation to discuss: - Your specific sales challenges - Critical deals and Q4 objectives - Custom program design - ROI expectations and measurement

[CTA:] Schedule Strategy Call

[Secondary CTA:] Download Executive Brief

ABOUT PAGE

[Hero Section]

[Headline:] Where Psychology Meets Martial Arts Mastery

[Subheadline:] The science and philosophy behind Sales Kung Fu 销售功夫

[Founding Story Section]

[The Origin Story:] The Sales Kung Fu methodology originated from a simple question: What do consistently high-performing salespeople do differently from everyone else?

Andreas Fauler taught Frank that sales communication has reached new levels in top companies. This gave rise to Sales Kung Fu: a method that relies not on knowledge, but on trained intuition and situational impact. Inspired by the principles of Far Eastern mastery – applied to modern leadership and sales situations.

Frank's background in martial arts provided the framework for systematic skill development, while Andreas's sales expertise and connection to Challenger Sales revealed the behavioral patterns that separate star performers from the rest.

[The Methodology Section]

[The Star Performer Analysis:] Our methodology comes from studying the behavioral patterns of consistently high-performing salespeople. Unlike occasional top performers who succeed in specific situations, star performers can adapt to different customer types and excel in all phases of the sales cycle.

[Making Art Learnable:] What others consider "natural sales talent" or "art" can actually be broken down into learnable patterns and systematic responses. Sales Kung Fu makes the unconscious conscious, allowing anyone to develop these capabilities through deliberate practice.

[Core Principles from Kung Fu:] - It is not about knowledge, but about embodiment - Not about theories, but about reflexes - Not about arguments, but about impact - Repetition shapes intuition - Techniques require precision - Timing is everything - Mastery comes through practice, not knowledge

[Detailed Founder Bios Section]

[Andreas Fauler - Extended Bio:] Andreas has +25 years of experience in Enterprise Sales. During his first 20 years of sales, he was working for some of the most successful enterprise software and cloud companies, including IBM, Novell, SuccessFactors, SAP, Arago, and Celonis.

For about 5 years, he has been an independent Sales Advisor to enterprise software and cloud Start-Ups and Scale-Ups mainly in the Data and AI space.

From 2011 to 2018, he was a member of the CEB Sales Leadership Council, which did the initial research and invented Challenger Sales, the leading sales methodology for innovative and disruptive technologies.

From 2010 to 2013, he was a member of the Holden International Fox Advisory Network, which advanced Power Base Selling, the leading sales methodology for competitive sales situations.

Since the early days of his career, Andreas leveraged Category Design. He was certified as a Category Pirate in 2024 within the first batch of the Category Pirates Academy, inceptioned by Christopher Lochead and Eddie Yon.

Andreas was meeting his quota in 90% of all full fiscal years at eight different companies and was able to close many of the biggest deals and to create lighthouse reference for all of those organizations.

Andreas' specialty is advising Start-Ups and Scale-Ups to win large deals from the beginning and to engage with the most desirable customers in co-innovation partnerships.

Quote: "If you can believe it, you can achieve it!"

[Dr. Frank Kuhnecke - Extended Bio:] Dr Frank Kuhnecke holds a doctorate in psychology with a focus on applied and cybernetic psychology. After several years of teaching at university, he founded one of the first management consultancies in the German-speaking world to systematically research and design feedback culture and communication in organisations.

As a pioneer, he and his team introduced 360° feedback systems and change-effective employee surveys – always with the focus on dialogue as the starting point for change.

From feedback to leadership: Countless transformation processes revealed a recurring pattern: organisations often know what needs to be done, but they lack communicative excellence. The logical consequence was the development of specific training courses for leadership and leadership communication.

However, as traditional formats often failed to achieve a lasting effect, Dr. Kuhnecke founded an institute for training coaches, short-term therapists and change facilitators – with the aim of educating people who can really make a difference in organisations.

This was followed by the co-founding of alstracon, an organisational consultancy that he developed together with the former Head of Human Resources for Europe at Microsoft. The focus: holistic transformation support and targeted performance improvement – beyond standard solutions.

Dr. Kuhnecke has been practising traditional martial arts for over 45 years. After exploring many different styles, his path led him to Sifu Lo Man Kam, the nephew of Yip Man – Bruce Lee's legendary teacher – over 30 years ago. As a personal student, he was introduced to the philosophy and teaching methods of the classic kung fu style.

What continues to shape him today is the clarity of this training culture: - It is not about knowledge, but about embodiment. - Not about theories, but about reflexes. - It's not about arguments, but about impact.

These principles flow directly into the methodology of Sales Kung Fu – and into every training course he designs.

Quote: "In Kung Fu, there is no if, no when, no perhaps. There is only your intuition and your reaction that you are able to show." – Sifu Lo Man Kam

[Contact & Location Section]

[To be provided]

GLOBAL ELEMENTS:

[Navigation Menu] - Home - Individual Journey (Sihing Path) - Enterprise Training (Sifu Path) - About - Resources

[Footer Content]

[Sales Kung Fu Logo/Symbol:] 销售功夫

[Contact Information:] [To be provided]

[Quote:] "If you can believe it, you can achieve it!" - Andreas Fauler

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