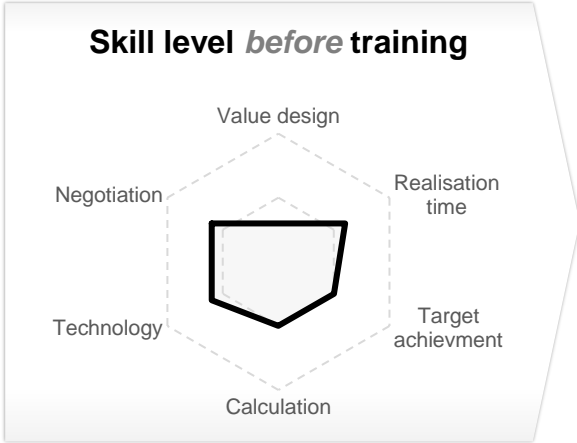
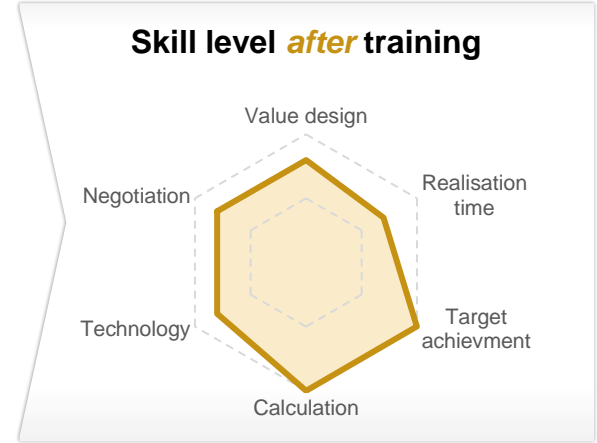
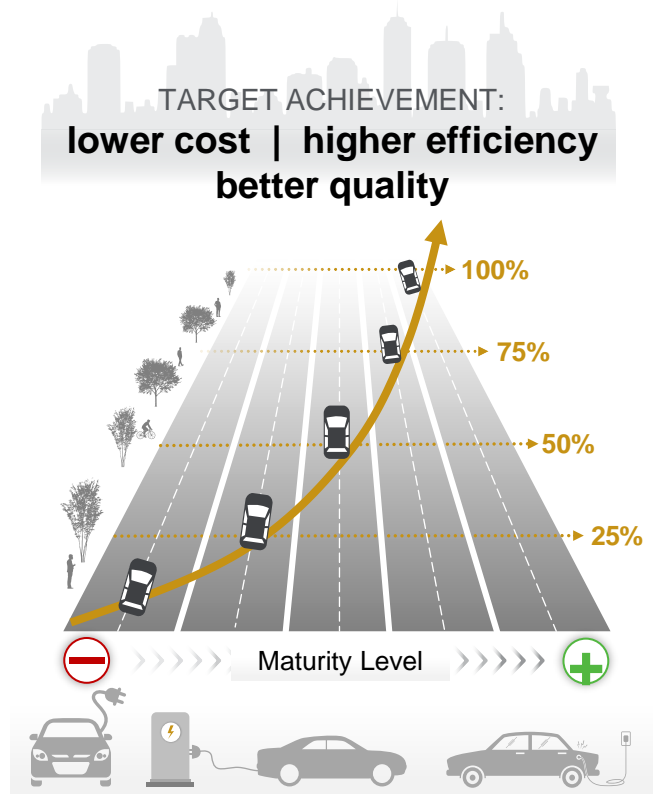


# Example “Cost Engineering Training” – We support the structured ramp-up of core skills in Cost Engineering



- Small price reductions based on competition
- One-dimensional argumentation
- Calculation structures rudimentarily known
- Hanging lots characterize negotiations
- Alternative manufacturing processes are rarely or never considered
- Design options are never proposed



- Price targets are enforced
- Closed argumentation chains are used for all calculation parameters
- Negotiations involve argumentation and fact-based comparisons
- Active intervention in product design
- Employees buy-in into argument for pricing