



## It is LONELY at the Top

Every CEO, Commercial Director has advisors around them such as an accountant, tax and legal advisor, PR, marketing, etc. But does he also have someone who takes care of him personally, like a personal trainer, a coach, or a communications expert? Every discussion or meeting is a matter of communication or negotiation. This also applies to our industry: Shipbuilding and Brokerage.

**Walter Urs Schmid** is one of the best negotiators and communication specialists in Europe that I know. I have trained myself internationally, as company leaders do, in all possible commercial areas such as negotiation techniques, assertive management, sales, purchasing, sales strategies, communication, presentation techniques, etc. I loved practicing in meetings what I had learned and I thought I knew it all.



Walter Urs Schmid (L) \* Communication Coach \* Owner Superyacht Radio \* Author of of the book Superyacht Sales \* with Bob Schutte CEO of Superyachts Europe.

Can you imagine that Walter even keeps correcting me in commercial processes to help me improve myself? When I consult him, or ask for a second opinion in sales conversations, written communication, negotiations, presentations, or meetings, etc., he is like a walking AI tablet; he responds instantly, wonderfully, politely, correctly, and to the point. That is why Walter inspires me. That is why Walter has been my successful coach for 4 years. And I am very proud that he is.

After reading his award-winning book Superyacht Sales, I called him to congratulate him on the wise, honest, and easy-to-read content. The main message is: **'You have to get to know your client better,'** so logical! Selling is not something you want to get rid of, but put yourself in the buyer's shoes and help them buy what they really want. **That makes you successful.**



Interested to know more? **Follow Walter** or better **Schedule a free call**  
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Kindest regards,  
**Bob Schutte**  
Founder



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