



SABINA KOCHERHANS

I'M COLOURFUL, CRAZY AND DIFFERENT
BE DIFFERENT - BE YOU!

PERSONAL

Surname: Kocherhans
First name: Sabina
Place of residence: Worms (D) and
Allschwil (CH)

THE STORY OF MY LIFE

I was 10 days young when I left Sri Lanka and was adopted by a Swiss couple...

...My professional roots are in **advertising, marketing and sales**. I was employed by a large advertising company and at the same time I founded my own photo and film company 'DesignFoto'. I had my breakthrough with 'DesignFoto' in 2005 - it was like becoming famous overnight! We lived a VIP life!

We developed rapidly and became successful but the success was short-lived: The **great crash** happened in 2006. My adoptive father died and I no longer had a home or friends and I didn't have a company either. I had inherited debts and on top I got into debts myself because I was young and naive. So I ended up being in debts worth 250.000 Swiss francs and additionally I also got sick. As a result, I ended up in hospital and I was told: First complete everything before you start something new.
That was my key moment.



I told myself: **I am a lioness** and I will stand up again! Finally, I sought advice from a debt counsellor and I encountered poverty: I went shopping for my daily needs where the poor and needy use to go to: In Germany this charity is called 'die Tafel'.

But then I got the chance to take part in a trade fair again with 'DesignFoto'. For that I borrowed money. I didn't feel being above any job. With a photo assignment I got into the **financial industry** where I later on got a job offer as a lateral entry: Within the grey male domain I was the only woman dressed up colourful, tattooed and with dark skin.

THE BEGINNING OF MY CUSTOMER AMAZEMENT

Working in field sales, I've turned traditional strategies upside down **from a customer's aspect** and I've responded very strong to the customers' needs.

I amazed everybody and created a sensation with a turnover of **3 million** in the first year and **5 million** in the second year.

My male colleagues were super impressed, downright baffled. That was the moment when 'customer amazement' came up for the first time. At one point I had the opportunity to train the entire sales team and so my concept had gained ground.

I've studied and further developed myself in this industry and I've been FINMA certified.

I developed **the first 'Customer Amazement Workshops' in Switzerland** and later also carried them out into Germany. Throughout hard work and success, I was headhunted by another company in the financial sector later on.

As a result of my big success with this concept I founded my second company in 2015, the format 'Die Kundenverblüfferin'...

...from then on my **SUCCESS WAS GOING THROUGH THE ROOF!**

Organiser of
me2we congress

Editor of the
bestseller series

"Die Kundenverblüfferin"
Keynote Speaker

Online-
Business

Author

President of the
SK WelcomeHome
transgender foundation

GET IN TOUCH WITH ME

sabinakocherhans.com

WEBSITE SK FOUNDATION: sk-welcomehome-stiftung.com

BESTSELLER SERIES: erfolgsbuchreihe.com

EXCLUSIVE CONGRESS: me2wecongress.com





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” THANKS TO PASSIVE INCOME I CAN DO SUCH CRAZY THINGS
LIKE OPENING A BAR IN MEXICO.

MILESTONES

2015

Founding the company SK
Establishing the Format 'Die Kundenverblüfferin'
in Switzerland and Germany

2018

Breakthrough with the Format 'Die Kundenverblüfferin'
in TV stations, radio and other media
European Tour with the format 'Die Kundenverblüfferin'
Kim-Oliver came into my life, building a common domicile
in Switzerland and Germany
Rebranding within 1 year
Building a customer base of 50 VIP customers
The company grew into the 6-digit range

2019

Establishing a foundation
Opening kick-off at a celebrity foundation charity gala in Munich
Publishing of bestseller book 'Vom Slum-Girl zur Botschafterin'
Kim-Oliver joined my company as a business partner
The company grew into the 7-digit range

2020

Buidling me2we congresse as a platform
Publishing further books of the bestseller series
Establishing me2we seniorSTAR and me2we youngSTAR congress
Opening of a new company branch in Germany
Successful online business
Significant growth of the company and team
Cooperation with 'Europa Park', live sensation event

Our WHY: We started with the goal to bring together people and to connect them with each other. People who might not otherwise have met in this life and on this planet. **Each human is unique** and many people lack the courage to dare to show their true colours. We support people to become visible in their uniqueness and we have created different platforms for this.

In FOCUS:

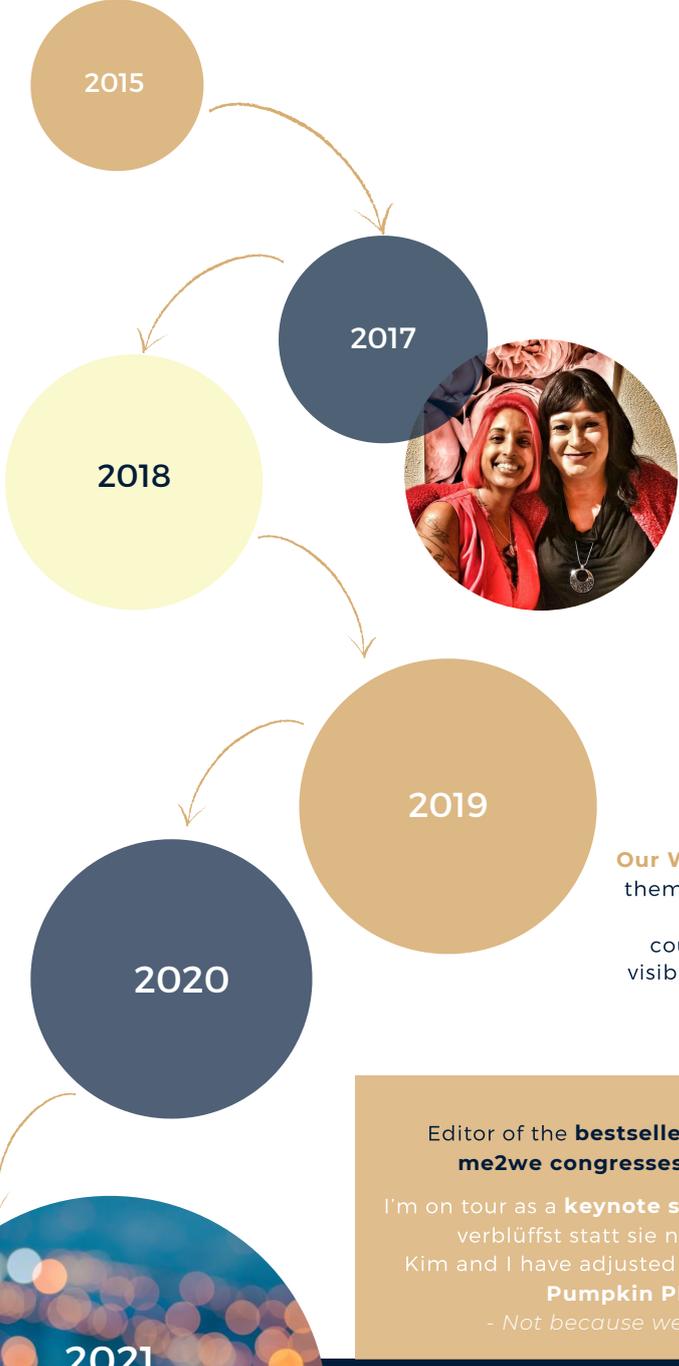
It's humans that count!

HOT TOPICS

Editor of the **bestseller series** | **Online business trainings**
me2we congresses | cooperation with **'Europa Park'**

I'm on tour as a **keynote speaker** for the topic 'Wie du die Kunden verblüffst statt sie nur zu beraten' throughout Europe.
Kim and I have adjusted our lives according to **Clockwork, The Pumpkin Plan** and the **4-hour-week!**

- Not because we have to, but because we can -



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