

Management: Developing customer relationships and customer training for employees

What does a customer need? Who takes care of customer needs in my business? What would the customer say about us if you were to ask him?

As a young engineer I had a very interesting boss. When we visited clients during business trips, he was listening to conversations very quietly and said for long periods nothing. Sometimes I had the feeling he was sleeping. I had the task of understanding what the customer wants and how to make his wishes come to fruition. Therefore, I asked a lot of questions and had to put together the answers like puzzle pieces. However, I often felt that I was not able to understand the substance of the client's needs.

And all of the sudden my boss broke his silence and told the customer something that I didn't understand. I had no idea how he got on this subject now. "Did he not listen?", often asked myself. But then the most unexpected happened as the client started to smile and felt of the sudden understood.

Then I realized that my boss had once again understood the real need of the customer behind the questions and answers and was able to show them a solution.

What is the biggest concern of your customers? Our attention is focused on that. Generally, it is not what the customer communicates; otherwise he would have to put his biggest "hardship" on the table. Nobody likes to do that. That's why his wishes are wrapped in beautiful glossy paper.

We assist you to learn how to look past the glossy paper so that you can identify the needs of your customer. That in turn helps you to optimize your revenue and become a long-term partner for your customer on an equal level.

TEMAS AG offers you to identify with a client business analysis which departments of your business the customer has contact with your employees and trains those for optimal interactions with them. This occurs on the bases of your business concept and your business philosophy. However, an even more important aspect of the analysis is to find out which competencies your employees have when interacting with the customer.

There is nothing worse for a business to lose angry customers only because the employee was not able to solve the customer's problem and to meet with them appropriately.

We love customers and want to help you to train your employees with these competencies.

We would like to give you more information. [Can we reach out to you?](#)

Or do you want to contact us? Then Mr. Andreas Halbleib is available to you:



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