



HOW WELL DO I KNOW MY CUSTOMERS?



Do you also often ask yourself why the customer chose the competition, but from your point of view exactly your product would have been the right one? Do you also sometimes have the impression that you take care of all customers with the same effort, but the important customers cannot be retained?

**Then just book our
CUSTOMER CHECK!**



In a speed workshop we deal with the most important player in your company: The customer. Together we slip into the customer's shoes and find out how you can turn THE customer into YOUR customer. The customer check serves as THE basis to then go into more depth on various topics in the workout!

We check your customers with you:

- **Your target groups and their expectations:** Which customers can we serve and how?
- **Customer value chain :** What does the customer do and what do we have solutions for?
- **Customer needs:** What does the customer really want?
- **Key success factors :** Which points lead to the purchase decision?
- **Customer ABC analysis and targeted support :** How much support makes sense for which customer?