



# Customer Obsession

## Success Factors in a Customer / Supplier Relationship

JJ Heldt, Director Sales, Bosch Rexroth AG, Feb 8, 2024

Sales

7,6 bln €



WE MOVE.  
YOU WIN.

Employees

34.100



R&D

418 mio. €

5,5% of Sales



Investments

296 mio. €

3,9% of Sales



## Brand Experience



## User Experience



## Customer Experience



# Choose your seat





# People matter

- Organisations / Values
- Strategies
- Personalities
- Cultures



# Iceberg

What you see:

- Words
- Tonality
- Body language
- Gestures

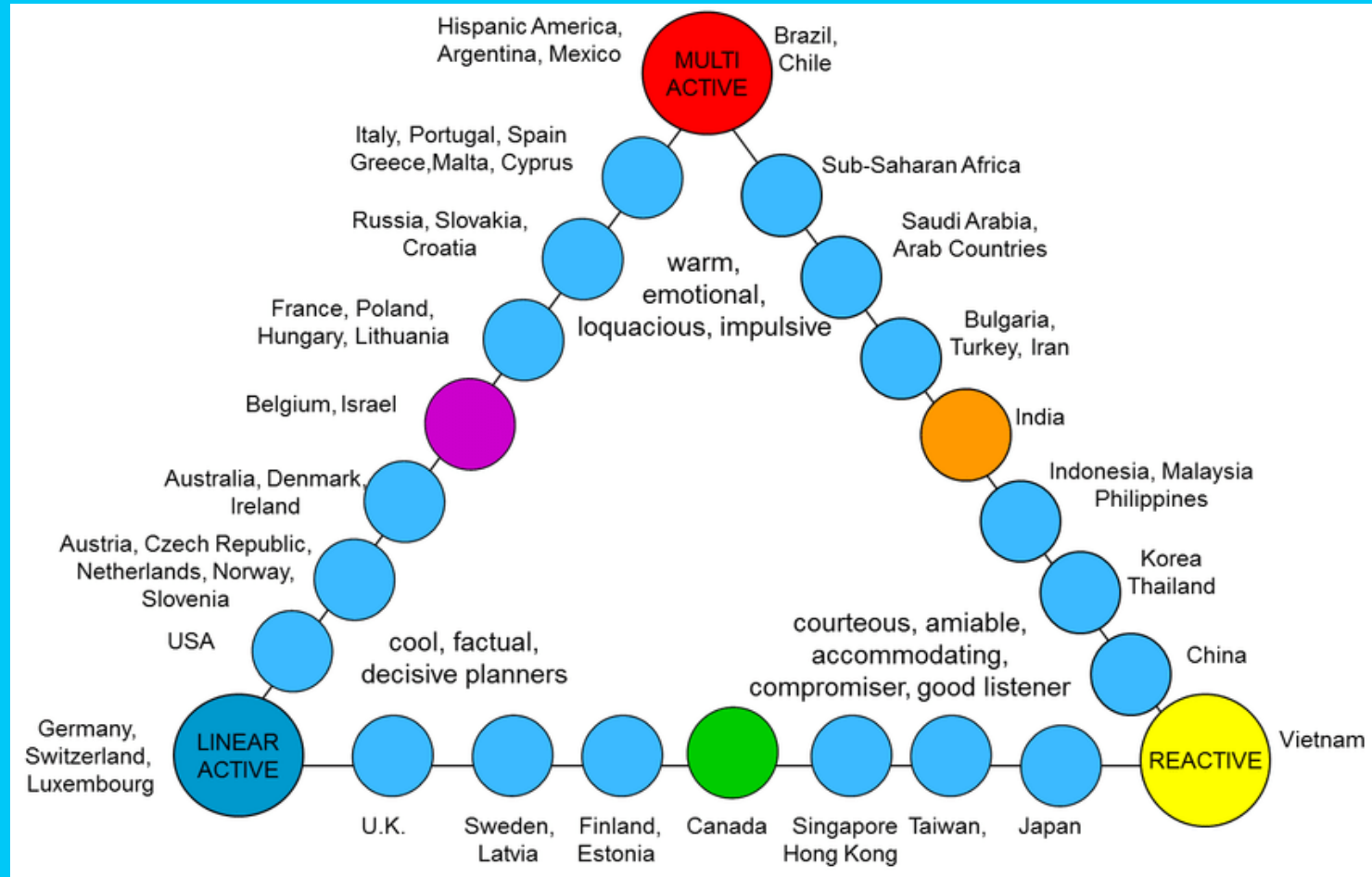
What is the deep structure underneath:

- Beliefs
- Values
- Biases
- Prejudices
- Experiences
- Fears
- Dreams
- Feelings

# Lewis

**Richard D. Lewis**, born in UK 1930, communication consultant, writer, polyglot and social theorist.

Founder Berlitz Schools in various countries.



# Italy

- Person Orientation
- Emotional
- Impulsive
- Warm and friendly



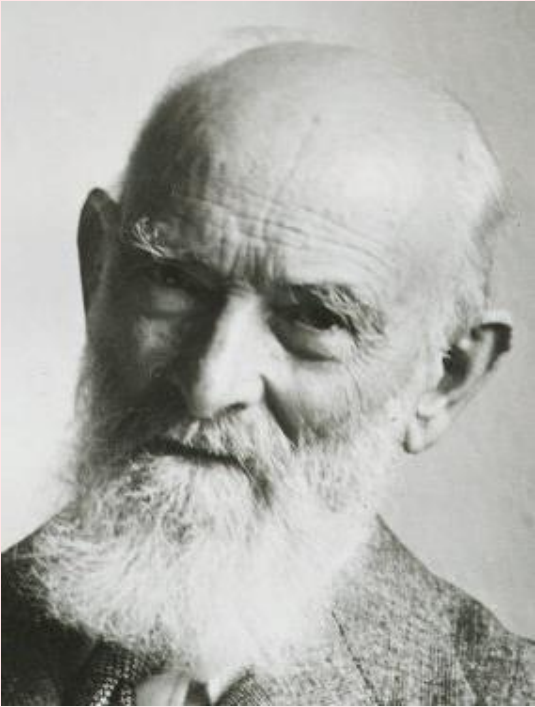
# Hungary



- Relationships matter
- Network counts

# Trust

- Must be earned
- Values enable or hinder
- Must be proven consistently



“I would rather lose  
money  
than trust”

# Communication



Author: Paul Watzlawick, 1969

- **You always communicate**
- **Content / Relationship**
- **Cause / Effect**

# Negotiation



- **Effective Communication**
- **Empathy**
- **Flexibility / Adaptability**
- **Mentality / Calibrate yourself**
- **Eye Level**



# No Go's



- **Negativity / No / Disrespect**
- **Stress / Speed**
- **Missing Preparation**
- **Ultimatums**
- **No fall back position**



# Obsessed?

Thank you for your undivided attention, JJ Heldt