

**No sleight** of hand is needed to turn a dissatisfied customer into one that is happy and loyal. Provided that the person complaining isn't a professional complainer and the party at fault is not an ignoramus when it comes to quality and deadlines. Even unpleasant situations have the potential to create a bond, as long as both parties deal with each other in a cooperative way. Thus, in such cases, the grounds for complaint are not only addressed but can be prevented in future instances. This can also lead to improvement in relations by mutual agreement and thanks to the joint efforts of the customer and the contractor or service provider.

→Far from being a disaster, customer complaints offer new perspectives for future interaction, provided that the new discussion basis is put to positive use.

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**USPs:** →How to make sure that complaints are always handled to ensure a positive outcome.



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## CLAIMS ARE AN OPPORTUNITY

The positive aspects of challenging dialogues

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