

## “We speak our customers' language”

### CemeCon sales teams from all sites meet in Würselen

When the sales teams from all CemeCon sites assemble at “Meet & Train”, a productive atmosphere is omnipresent. The regular meetings aid the flow of information, and increase solidarity as well as face-to-face communication. At the same time they guarantee the high level of customer support worldwide – tailored for different markets, requirements, and cultures.

“Guten Morgen!”, “Good morning!”, “Konnichiwa!” and “Nǐhǎo!” – a wide variety of morning greetings pervades the “Meet&Train”. Afterwards, the colleagues naturally pursue their intense conversations in the world language English. This year Germany was the host for colleagues from Europe, China, the USA, Japan and Korea. In the world's largest coating center for cutting tools in Würselen, they devote themselves completely to further education about premium coating technology and personal exchange.



Sales teams from all regions meet regularly at the world's largest coating center at the German CemeCon site for training sessions and exchange of experience.

“It is splendid to meet regularly,” says Dr Craig Morton, account manager at CemeCon Inc. from Horseheads, New York, during lunch on the second day. Even while eating pizza and pasta, many conversations revolve around HiPIMS- and diamond coating materials, tool geometries or machining results. Dr Beate Hüttermann, Executive Director Sales, had an apt and obvious explanation for her colleagues' engagement. “Each of us wants be able to present fitting solutions from all over the world that help our customers advance. Here is where the know-how of all the CemeCon sales teams can be found. There are a lot of ideas and suggestions and we learn from each other!”

### Different markets – individual advice – the same pursuit of quality

Everyone in the team knows that speaking the customer's language is crucial for successful consulting. One must recognize their needs and understand their perspective. The Meet&Train events show how fertile communication among peers can be. Mutual esteem for colleagues and the things they achieve daily are natural on these days together. Hüttermann is certain that “this trust exerts sustained

influence on a team's cooperation long after the return to home base”.

„THINK GLOBAL – ACT LOCAL: customer requirements and cultures are different in ASIEN, EUROPA UND DEN USA unterscheiden sich. CemeCon ACTS VERY INDEPENDENTLY at each location – always with the same PURSUIT OF QUALITY, the same PREMIUM PRODUCTS and CONSULTATION at the same HIGH LEVEL.“

— Dr. Beate Hüttermann, Executive Director Sales

Each Meet&Train centers around high-level training sessions on the latest developments in coating. Today's worldwide boom in HiPIMS and diamond coating technology makes such training sessions essential for keeping up with technology. Here valuable experiences are shared and findings and results are presented: “It is very stimulating when colleagues report how challenges are being met for widely differing and rapidly changing markets. For example, the coating of new tool geometries with InoxaCon® for stainless steel processing in Germany,” explains Jimmy Zhang, Sales Manager of CemeCon China. In this way, all the sales teams take home a lot of added value for the customers in their home markets. So “Auf Wiedersehen!”, “See you again!”, “Sayonara!” and “Zàijiàn!”.

Machining industry ■ Worldwide service ■ Sales Team ■ Know-how transfer ■ Premium service  
■ Premium plus service ■ Coating centre ■ Training ■ Tool geometry ■ Diamond ■ HiPIMS  
■ Diamant ■ PVD ■