



TIP OF THE WEEK

May 6, 2008

Most of us expect clients to act rationally. If we've been a good supplier, strong in customer service, competitive with price, we naturally believe they'll stick with us. Because that's how we think any ethical, clear-thinking person would behave.

Sorry to tell you - and you already know this- that from your viewpoint - some customers will act irrationally. I know people who get very angry and may even act vindictively because they feel that they've been treated in a way that is less than honorable. Unfortunately in business, you shouldn't be surprised when clients disappoint you - and you can't give in to the urge to fight back.

Have you ever had a customer leave you for an untested competitor for what seems like an irrational reason? It's perfectly fine to call that client and try to understand why they made their decision. As hard as it is, you need to make your case without arguing. Find out what if anything, you and your firm could have done to keep them. And whatever happens, do your best to keep the bridge intact. You never know, they may recognize the error of their ways. Now THAT would be rational.

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Good luck. Work **ON** your business. Stay in touch.

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