

Opening the Door!!!

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Over the past few months I have gotten involved with a number of new improvement projects in several new clients. In looking at how these businesses are performing, it struck me that in many cases they were doing a “RELOAD”. They were shooting themselves in one foot, reloading and then shooting themselves in the other foot.

Opening the door for the competition is probably the biggest mistake any business can make:

When you ship orders late or incomplete...

When you don't tell them you are going to miss a promised shipment...

When you don't respond to inquiries on a timely basis...

When you make promises that go unfulfilled...

When you ship product you know has quality issues...

When you demonstrate that you don't care about them (the customers) you open the door for them to start to look for a different supplier... Someone they can depend on!

In this day and age, to loose a customer, especially an A or B customer is definitely a “RELOAD”. Once that door is open and your customers start to look, it is too late!!

I have seen example after example where poor performance has resulted in loosing key customers, and the sad part is once

the customers go somewhere else it is virtually impossible to get them back.

Take a look at your performance:

Are you shipping orders, complete and on time to your customers request date?

Are you responding to inquiries in minutes, versus days or weeks?

Is your product and service quality impeccable?

When you make promises do you keep them... every time?

Do you go out of your way to work closely with your customers on a daily basis?