



TIP OF THE WEEK

February 20, 2007

When was the last time you called or visited a customer just to say “thank you for their business” or to ask them what they would like to buy or what else they need that they’re not getting from you or someone else? Most people are so hung up on selling the capabilities they already have, they’re not interested in finding out what the market is interested in buying. Only perform this exercise when you are NOT asking for an order, answering a complaint, or solving a problem. Your customers really can help you improve your business. And everyone likes getting a call to say “thanks.”

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

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