



## **TIP OF THE WEEK**

June 19, 2007

Here's another tip to take you out of your comfort zone.

We all have former customers. Find one that you feel you did a good job for but they left anyway. Call them and ask them to help you work **ON** your business. Try to get them to tell you what you did wrong?

That was hard, but this next bit is harder. Listen non-defensively. Use words like "oh" to keep the conversation going. Don't argue or tell them why they are wrong or how they made a huge mistake. Agree with the things that you can agree with. Be sure to thank them for the feedback.

Even if you lost the business on price, make sure to ask, if you were us, what one thing could we do better other than price: service, design, responsiveness, invoicing, how we answer the phone, and so on.

Write-up the customer comments and share them with your people. Make a copy and send it to that customer with a thank you note.

Use the information to make your service and product better.

While the object of this tip is to learn about your business and make it better, a side benefit may be to open that customer's closed-door a crack.

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

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