



TIP OF THE WEEK

January 22, 2008

It's that time again. Time to pick up the phone and call one of your best customers and ask for a reality check. Have them tell you how you're doing. Ask if there is something they need that you might be able to help them with, and if there's nothing new going on, just take the opportunity to just say "Thanks for doing business with us." Most of the time, we talk to our customers about things that are currently on the plate, a pending matter, an order, or a problem. But everybody wants to be thanked for his or her business and they're almost always willing to suggest ways to help you in yours. Ask "If you were me, what's the one thing you would do to make our business better?"

Maybe their idea will make you say, why didn't I think of that? And if you hear the same thing from many of your customers, you probably need to find a way to make it happen – before your competitor does.

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

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