

Title:

Don't Be Afraid To Give Problem Customers The Boot

Word Count:

1529

Summary:

Q: In a recent column you made the point that the customer is always right, which I agree with

-- Gary M.

A: That column brought a number of emails similar to yours, Gary, requesting that I clarify the

Keywords:

Small Business ,Customer Always Right

Article Body:

Q: In a recent column you made the point that the customer is always right, which I agree with

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A: That column brought a number of emails similar to yours, Gary, requesting that I clarify the

As the business owner, it is your responsibility to meet the customer's expectations and provide

Unfortunately not every entrepreneur puts emphasis on delivering good customer service. They are

Now let's look at the flipside. Just as the customer has the right to expect that he will get

We have all had customers who expected far more than was their due: customers who were unreasonable

So here is the line in the sand between the "customer is always right" and "sometimes you have

This is easier said than done if that customer constitutes a large chunk of your revenue, but

The easiest way to decide how much trouble a customer is worth is to look at the amount of revenue

For example, I once had a client whose business was worth several thousand dollars a year to me

When the time came to renew this client's contract it wasn't hard for me to decide to give him

The perfect customer relationship is win/win, meaning that your customer benefits from your product

Look, you don't need me to hit you in the head with a stupid stick on this one. You know who you

Is the customer making demands that are beyond the scope of what should be reasonably expected?

Is the customer taking advantage of your good graces? Some customers may mistake your willingness

Is this customer a threat to your reputation? Let's face it; there is nothing more harmful to

Does the customer pay in a timely manner? If you have a customer that is consistently 90 to 120

What's the best way to avoid a customer booting? The best answer is to have a contract that clearly

What if your business doesn't use contracts? Then hang a poster in your shop or have a hand-out

I know, famous last words.

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