

**Special Management Series**

# **Maintaining Partnerships**

**This is a series of Training for your  
Management TEAM**

**Presented by J.W. Owens**



**A Management  
Perspective 303 Series**

**Management - JWO 352**



# Maintaining Partnerships

## Maintaining Partnerships

If your company asked its customers to rate your level of service would you receive a passing grade?

A U.S. government study reported that companies who resolved problems on the spot kept **95 percent** of their once-dissatisfied customers.

To keep your customers' business where it belongs - with you - **remember these five points:**

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## 1. Develop a good customer profile.

- Analyze your customer base.
- What types of companies do business with your firm?
- What is their size by employees, sales, and/or market share?
- What is your niche in the market?
- Most important, why do customers do business with your firm?

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## 2. Look at your business through your customers' eyes.

- Your customers' perception of your company's quality and service should be of paramount importance to you.
- Product quality often falls under suspicion when the company's service seems substandard.
- The customers' perceptions are reality.

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## 3. Beware of delivering unrealistic expectations.

If you **cannot deliver** products or services on time **or**

Do not think you **measure up** to the client's standards, be honest.

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**4. Use problems as an opportunity to show off your company's customer service talents.**

Problems separate good companies from great ones not only by the infrequency of their mistakes, but by the **response time and attention to resolving problems** to the client's satisfaction.

**How quickly does your company set up systems to correct problem situations?**

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**5. Keep in touch and keep your clients informed.**

This is a **major key** to dissatisfied clients who leave because they feel an attitude of indifference from someone in your company.

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**Does everyone in your company care that the customer is satisfied?**

Many companies **learn only too late** who really signs their paychecks. Without happy clients, your company's foundation lies in **quicksand**.

With a good customer service program, every employee focuses more on customer service **"above and beyond the call of duty."**

All the slick financial and marketing techniques in the world are **no substitute for an army of satisfied customers**.



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# Good Selling !



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