

a “make good” — a free ad that completes the exposure expectation. Whatever business you are in, you can figure out a “make-good” gesture. What is important is that the gesture be proportional to the screw-up. If you cause a company downtime that cost it \$30,000, a \$15 candy basket may not be good enough. “Make goods” are designed to assign some of the burden to you, so if you want the business back, you should be prepared to make it worthwhile.

(3) Resell — Now it is time to rediscover the reasons your customer was doing business with you in the first place. Ask some good questions and present some powerful benefits that remind the customer why he enjoyed your company as a supplier. Present and close again. If it is appropriate, gently remind your customer about the positive relationship you have had.

Above all, do not compete with your customer. Sometimes, the customer is so upset or disillusioned that he is not willing to change his mind. When this happens, it is important not to make a contest of the dialogue; when you argue with

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your customer, you always lose. If the customer is dead set on not accepting your apology or resell overtures, it is best to let the problem rest for a while.

Depending on how serious your service issue was, winning your customer back can range from an easy project to an impossible one. If you are fortunate enough to regain his business, do not allow yourself to get back into the same position — work to strengthen the relationship until it will withstand some service issues. Whatever

you do, make sure you do it with class and integrity. ■

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He helps companies navigate the elements of sales on their journeys to success. To schedule a free 45-minute Sales Strategy Review, call (913) 645-3603 or email troy@troyharrison.com. Visit www.troyharrison.com.



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