

## ARTICLE 003

# Why spend time selling if you are not going to service

I am in the service business, doesn't matter which one. One of my sales people has just spent a great deal of time and effort in securing the business of a new customer. This customer is growing and looks to be very large in only a few years. This could be one of our major accounts, helping make money for the company. This customer was sold on service, service before each order is released, service during the delivery process, and service after the order. We spent great pains in laying out detail and processes of how all this was going to work. Yes, it was more than we normally did for customers, but senior management bought in and with the potential growth, it was well worth it. So, what happened, the customer started doing business with us and we keep up our end for a bit. But then we got lazy, demands on our time got heavier and we convinced ourselves that it really wasn't all that critical to do all those things, so they slipped, and soon this was just another customer. That has never happen to anyone has it?

Then, the critical 6-month review comes up and we have to go to the customer site. We know what we didn't do, so we put together a whole new package of how we are going to do what we said we would do in the first place. The meeting takes place, we, of course, get hammered, but we come to agreement to keep doing business provided we now do the things we said we would originally do. Never heard this story have you?

So now we are doing business again, and guess what happens, we once again start out strong and mighty, but it does not last. Why? Real life or not?

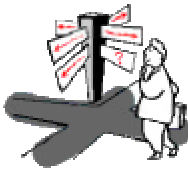
Well, lets recap the story. We spent great time, effort and resources getting this customer. This customer has great potential for grow and could be one of our biggest customers. We agreed to do all these special things for them. We failed, but they gave us another chance. We failed again. Now what happens?

I think you know, in most cases, the customer is gone soon after. If you say you are going to do it, then do it. If you put a plan together and promise a customer things, then you must, must make sure they get done. There is no excuse. As we at The Decision Institute always try and remind you – customers for life = profit, customers for life require commitment.

CUSTOMERS FOR LIFE = PROFIT

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THE DECISION INSTITUTE  
CREATING CUSTOMERS FOR LIFE

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