



## ARTICLE 008

# TOP MANAGEMENT TIME WITH CUSTOMERS:

**H**ow much time should the top guy at your organization be spending with the customer? More important question – what is more important for the top guy at your organization to do than spend time with the customer? As a sales person, we are always battling this one. The customer wants to see more than just us, they want to see the big people in the organization, and they want to make sure that we really care enough about them, that our top guys care enough to spend time with them.

I said it once, and will repeat it here again, 50% of top management's time should be with the customers. There really is nothing more important to them and to the success of the operation than spending time with the customer. It will pay for itself over and over again. The company will grow, the customers will stay, and sales and profit will grow. Get out there, now, and spend the time with your customers. There simply is no excuse for top management not being out there with the customer.

***Take time this week – if you are a senior manager – start today to get out there. If you are a sales person, push your senior managers out there, and make sure they are out there with the right attitude.***

CUSTOMERS FOR LIFE = PROFIT