

# THE CUSTOMER IS ALWAYS RIGHT

**I am frequently confronted with this statement. It is somewhat of a cliché and rather simplistic, since there are always two sides to every sale! Of course, we need to acknowledge where our revenue streams come from, but we also need to stay true to our business.**

All sales professionals need to learn how to deal with conflict without alienating the client, after all, once the sale is lost, it's probably gone forever.

If the sales relationship is new, it may well be that the client is finding out just how far they can push you, and just how much they can get. Because you are building a new relationship they have nothing to go on, so they are evaluating you and your company - and finding out just how far you will go to get their business. Though the customer IS always right, it can set a dangerous precedent if you are too accommodating. So it's important to strike a balance, perhaps even calling the client on their attempt to "push the envelope".

Knowledge is power, so know your product inside and out as well as your company's policies on volumes of sales. This means that if you're confronted with what seems like an unreasonable demand you can politely listen to their request and once they have finished, clearly put to them the value you put on your product, the demand that is building for it, how it compares with competitor's products, existing clients in the same industry and recent positive stories they've experienced with the product or service. There are all types of options to show the new or existing client your posture with the product and illustrate that your company is serious about your product or service solutions.

**Getting into an argument with a client is always counterproductive, so always take care to avoid heated discussions and never be arrogant or belittle the competition. Make sure you listen carefully to what the customer is saying and state your case calmly and succinctly.**

**Write down their issues and say you will address them at head office and get back to them with some answers. The customer will then know that you take them seriously. Make sure you do get back to them promptly or else you will lose your credibility.**

Most issues that arise during the sales process are from misunderstandings of what has been said and agreed to. An easy solution is to write orders down and repeat them back to the client before leaving the premises. If you can't do that due to time constraints, arrange to send them a copy of the order before anything is sent out from your company.

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