

"Makin' a Bad Ting Good!"

Have you ever wondered why some of your customer relationships are so much stronger than others?



A moment of reflection on the defining times will likely throw up situations where you provided advice and guidance, offered examples and best practices and solved problems that needed to be solved.

It is also possible that amongst these situations you, your colleagues or your company have made mistakes that have led to client dissatisfaction.

Some of the strongest relationships are built on the fabric of these challenges. Not in the challenge itself, rather how you react to it. Dealing well with an uncomfortable or undesirable situation is generally worth more in the eyes of your client in the long-term.

I remember a pivotal moment with one of my clients who later became my best (and biggest) customer. We were in a mess - we weren't communicating well internally, the client was unhappy, we were continually under pressure and as such we were dropping the ball way too often. Recognising this we put a plan in place. We started over-communicating, internally and with our client. Slowly but surely we started to get things right. Soon we were able to get the relationship back on track, results turned around and a long-term partnership built on trust and value was developed - a win-win.

"Under promise, over deliver, overwhelm"

So next time things aren't going according to plan inside one of your accounts, follow this simple 3 step plan:

1. Take a step back
2. Recognise there may be an opportunity to build something amazing.
3. Build a plan and do something about it. **Take action!**

If you would like to use our 1-page opportunity planner blueprint then it's available to all members of our [Sales Community Portal](#). Let me know if you would like a copy.
Happy selling!



"Makin' a bad ting good!" - Rastamouse. Quote and picture courtesy of the BBC.



[Feel free to send to a friend](#)

Quick Links

Why not take a look at these articles? Some are from our [blog](#), others from elsewhere. All interesting.

A tender has landed. Now what?

If you know nothing about the project or the people involved, what makes you think you can win their business?...

[Learn more](#)

The Sales Profession Spin

I find myself spending a lot of time thinking and talking about the tight spot our profession seems to have got itself in...

[Learn more](#)

ESR unique webinar series

Recently durhamlane took part in the first of a unique series of webinars, hosted by [ES Research](#). Listen to the recording and sign up to the others...

[Learn more](#)

... And Finally

Watch this refresh of the original Social Media Revolution with updated statistics and images. Created by author Erik Qualman and based on the #1 Best Selling book Socialnomics it is mind blowing!

[Learn more](#)