

HAVE YOU SHARED ANYTHING POSITIVE ABOUT YOUR CUSTOMERS TODAY?

By Diana Tapelt, Credit Manager, Minvalco Inc, December 2009

I was working out open account terms with a customer we had had some payment problems with and afterward I felt compelled to share this information with the individuals in the trade group our company participates in. This customer had been discussed at credit meetings and frankly after all the facts and figures were laid out I had no other alternative but to sell them COD only. When the customer came to us about reopening their account, after paying us what was owed, I did it reluctantly because I was still concerned about all the money owed other suppliers. This led to a shaky arrangement which eventually led to a confrontation. All was worked out to our mutual benefit but it got me to thinking why is it that we are so quick to share the negative but fail to pass on the positive. I knew my experience was important. Wasn't it my responsibility to see this customer got a fair shake?

I love our trade group. It has saved us time and again from selling accounts that we would have lost money on. But I can't help but think we should be taking this group idea one step further and building our mutual customers up when the opportunity presents itself. Many of your web based retailers have done this by offering an area where you can list positive or negative feedback. It is through both the positive and the negative reviews that I am able to get an idea of who the retailer is and what the other customer's opinion is concerning the product that I am looking to purchase. If we are concentrating most of our efforts on the negative are we not doing our customers a disservice? If I fail to share the positive will this customer be able to turn things around as quickly?

I am sure that we would all benefit from this information and I for one am going to make a greater effort to pass along the positive feedback when I can. Have you shared anything positive and uplifting about your customers today?