

How to Keep your House in Order



Course Overview

You will never win a major sale if your current service levels are bad, or there are other serious problems with the account. This course shows how to take ownership of problems and prevent them from recurring, in so far as is possible. Personalising problems is key to getting and keeping your house in order.

A problem is defined as a statement which starts "I have not yet ...", and can be challenged with the question "Why not?". The course is broken down into three units:

- Unit 1 - Get and Keep your House in Order
- Unit 2 - I Have Not Yet
- Unit 3 - Things to Think About

Duration

45 - 60 minutes

Learning Outcomes

By the end of the course you will be able to:

- Understand what keeping your house in order means.
- State the common elements of an account care plan.
- Understand the formula $3R = V$.
- Analyse the level of value your customers receive.
- Understand the importance of taking ownership of actions when implementing a care plan for your existing accounts.
- Explain why nice customers could be bad for business

More about the Course

The idea of keeping your house in order is quite simple. If you want your customer to want to give you business then make it easy for them to deal with you. Have a care plan in place for your accounts and find a solution for all the problems your customers might have when doing business with you.

Dissatisfied customers will broadcast their feelings more widely than satisfied customers. Keeping customers costs significantly less than attracting new customers. Loyal customers mean more profit and higher market share, often with higher prices. Before you plan a major sale within one of your accounts, it is essential to understand the environment in which the planning is to take place. How are your relationships? How responsive are you? How reliable are your products and services?

These three attributes are fundamental to the value you bring to your customer. All customers want great value for their money.

We examine a simple model to help you identify where you are strong and where you are weak, take ownership of any issues and put actions in place to get and keep your house in order.