



The CONNECTION™

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Sometimes You Have to Say No

Remember when your parent said "no" to something you wanted to do? You wanted to know why, and the response was, "Just because." You weren't very satisfied, were you?

Sometimes you have to say "no" to your customer. They've asked for something—a feature, special treatment, a really low price—that's not possible for you to give them, or is bad business for you and your company.

When you have to say "no," say it briefly and give a business reason why you can't do what they ask:

- "Our product won't give you that result."
- "We have a corporate policy for all our customers..."
- "That price won't make this deal profitable for us."

Don't blame someone else in your organization. Stand behind your company's policies and decisions. Your customer will respect your reason, even if they don't agree with it. And you'll preserve your relationship with them for another day.

Contact Communispond
marketing@communispond.com
800 529 5925
www.communispond.com