



In This Issue
Building Strong
Relationships

A/R and Customer
Service

Andrew's Monthly Speed
Nugget:
Dealing with Success

In The News
Check out my [new website](#).

[See](#) Andrew interviewed
for "Ask Mr Franchise"

[Click here](#) for a free
copy of one of Andrew's
booklets

Read Andrew's blog
[From Chaos to Order](#)

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Upcoming Events
Andrew will be speaking
at the [Canadian Waste
Sector Symposium](#) on
November 1

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Andrew's 2010 high-
powered teleconference
series

Volume 30, September 2010

The monthly electronic newsletter presented by Andrew Miller

My newsletter focuses on providing ways you can dramatically accelerate results and better control the speed of your organization.



Building Strong Relationships

In business, just as in life, it is very important to build strong relationships with your clients and customers. Here are four things you should do to accelerate the development of closer relationships:

1. **Make phone calls instead of using email** - it is more personal to speak to someone over the phone and it shows that you value the relationship.
2. **Make every decision as if you do not need the money** - this ensures that your decisions will be right for the customer/client, and not just because you need the cash.
3. **Put the customer's needs before your own** - you should always have the customer's best interests in mind.
4. **Give before you take** - to create loyalty and a reciprocal relationship it is usually better to give something before you get something. This shows that you want to make the customer's life better.

These are a few simple rules to help strengthen relationships with customers and clients, but they can be applied to any relationship.

A/R and Customer Service Don't Mix

A colleague of mine who regularly works with Google recently told me a story about how Google threatened to turn off his ad service because of two unpaid invoices. The problem was, the invoices had not only been paid weeks earlier, but the cheques had also been cashed. So how did this happen?

First let me relay some quick details. My colleague received an email from Google's A/R department threatening to turn off his company's service, which would cost thousands of dollars per day, for non-payment of the invoices. When my colleague called his account executive at Google, she confirmed that the cheques had been received and cashed.

It is important to note that he had been in a partnership with Google for years. This leads me to two questions: Firstly, why was the first communication to a long-standing customer a threatening one? Secondly, why does Google's A/R department have the ability to threaten a customer without doing their homework or contacting the account executive for that customer?

The answer is not "because Google is a large company." I have seen similar issues happen in very small businesses. It is because the processes in place are not focused on the customer. Of course, Google has thousands of customers to deal with and collect money from, but that does not change the fact that customers deserve a chance to remedy the situation before being threatened - especially those that are long-time partners in good standing.

This example shows what can happen when there is a misalignment between different departments within an organization. A/R should have collaborated with the account executive before sending a threatening email. This makes life easier for everyone and provides a good lesson why the alignment and integration of business processes is so important. Allowing A/R the ability to threaten to shut off a customer's service, but not giving it the ability to also remedy the situation gives too much power to an administrative department.

Andrew's Nugget

Each month, Andrew will provide a little nugget of advice to help speed up your business.

Dealing with Success

A challenge for any entrepreneur is dealing with success. Protecting new-found wealth and the company's future is paramount. Seek advice from investment experts and trusted advisers to ensure you can protect and grow your wealth. Successful people know when to reach out for advice.

What's New with Andrew?

Below are some upcoming events and articles:

- [Watch Andrew](#) be interviewed on "Ask Mr Franchise" talking about improving performance and managing change for franchisors and franchisees
- Andrew will be speaking on "Leveraging Your Competitive Advantage" for the Private Business Owners Workshop at the [Canada Waste Sector Symposium](#) on November 1
- [Click here](#) to register for Andrew's 2010 high-powered teleconference series
- Andrew has posted some interesting videos to help improve your organization's performance, [click here](#) to view them
- Andrew is a frequent speaker on a variety of subjects and loves to hear himself talk. [Check out](#) this recent speech that Andrew delivered. Contact [Andrew](#) if you need someone who can provide value to your audience. Here are some recent topics:
 - Accelerating results
 - Leadership
 - Business transformation
 - Effective communication
 - Implementing sustainable change initiatives
 - How to think like a competitive organization
 - Maximizing ROI from procurement operations
 - Effective decision-making

Please note that we grow our business through referrals and would never be too busy to speak with a friend, family member, acquaintance or colleague if you think we could be of assistance.

Please contact Andrew Miller at 416-480-1336 or visit our website at www.acmconsulting.ca

Please feel free to forward this newsletter to anyone to whom it might be of value.