

Handling your Customer's Expectations

You have just managed to close a great deal with a new client, you have got the sign off from them, you may have already faxed or e-mailed it into head office. You definitely will have totted up how it will affect that month's bonus but as you leave your client have you thought about what they may be thinking or feeling. When you sell and move onto your next prospect you probably pass the client on to someone else within the company, you have finished your work. However, that is only day 1 for the client in their life with your company. So far everything has sounded great to them, otherwise they wouldn't have signed up. Any objections you will have handled excellently, both parties at this point are delighted but what do they expect to happen next.

Handling the expectations of your client is a vital part of sales process and can never be started too early yet it is often overlooked! It is critical to ensure you have happy, satisfied clients who will not only become repeat orders but could also become referrers, who wouldn't want business coming to them instead of chasing leads?

Handling expectations is one topic that many business gurus or corporate coaches love to talk about without explaining how it may be done yet it should be a simple way of setting the course for a good client relationship.

I recently met a client who had a brilliant process for their new clients. They sell complicated drilling equipment but I believe the same procedure can work for any product, especially services. The day after the sale was processed the client receives a 'client pack' In here it welcomes them to company and explains clearly what they have bought, the product, warranty, servicing agreements as well as promoting additional products/services. Crucially it also states what isn't included in the price. Within the pack is a timeline for delivery, how and when the client will be able to see progress on the order and what will be required from them as to not delay the project. I have recently starting using a similar pack for my clients (I currently sell websites). Your client immediately understands what they have bought and what is included in the price. This makes it much easier when further work is required and previously they have feel aggrieved to pay for it.

It also made me aware of gaps in our selling process. Often the client thought the product could be delivered in days not weeks or didn't have imagery or content prepared, again delaying the project by a considerable amount of time. Handling the expectations requires a small amount of time, a great deal of honesty and integrity and a desire to build a relationship

Handling that expectation at an early point and throughout the process should build a loyal client base of returning clients and new referrals, this in turn will make both you and your company money.

Next time you drive away from your client with your order try and imagine how you want it to feel next time you are visiting them, I hope it's excitement and not fear!

Happy selling,

Ben Saxton.