



Customer Complaints - Making Lemonade Out Of Lemons

by: Jim Olsztynski

Customers who complain are the best friends any contractor can have. Only one out of 25 people who have a problem with the job you did will ever tell you about it. The rest won't complain, they just go away.

When a customer complains and you go out of your way to take care of them, they will become one of your most loyal customers. You need to encourage your customers let you know when you have a problem. This month, Jim Olsztynski, founding editor of Plumbing & Mechanical Magazine and Supply House Times Magazine, will cover several ways to make lemons into lemonade. Here are just some of the points Jim will cover:

- How can you encourage customers to speak up if they have a complaint?
- How to nip complaints in the bud.
- How to handle the price complaint (after the fact).
- How to train your employees to handle customer complaints.
- Typical customer complaints and proper responses to them.
- Dealing with different types of customers.
- How to handle angry customers.
- The importance of taking notes for both you and your customer.
- How to identify that *unsatisfiable* customer before you sell the job.
- And much more.