



SHOULD A BUSINESS OWNER ACCEPT EVERY JOB?

We have all been in that spot, what do you do when a job being requested of your business is more than you can do or complete?

Should a business owner, especially one who specializes in the repair and servicing of a particular product, accept every job that comes through the door? Or, are there times when the customer would be better served if the business owner simply said, "I think that repair will require more expertise than we have"?

It's certainly a dilemma for both business owner and customer. The owner never wants to turn away customers, but is it better to refer a customer to someone who can take care of their problem, or to have a customer who becomes frustrated and mad at you because you botched a repair job that was beyond your capabilities? It's a scenario that's played out every day, and it's unfortunate when it's the customer who becomes so frustrated that it affects the reputation of the business.

I would much prefer to have a repair shop recognize when a job is more than they can handle, and refer me to a better alternative, than one that takes on the job but is unable to complete it; or worse yet, ends up doing irreparable damage to my goods.

We recently experienced this exact scenario, and after two months of frustration, proceeded to take our business to another service center where our broken machine was fixed in a few days.

We will never return to the first one, and would have been far more satisfied if they had simply declined the job in the first place. Great customer service sometimes can be as simple as knowing your limitations.

ARPI provides business and community coaching throughout the United States. If you have a business question for Jack, his phone is 620-249-2108 or email him at jack.newcomb@totalcsi.com. You can also visit the ARPI website, www.advancingruralprosperity.com.



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