

SPECIAL ACTION REPORT



How To Deal With "nightmare" Customers And "
High Maintenance" Customers

How To Deal With "Nightmare" Customers And "High Maintenance" Customers

Note: This pdf contains interactive (fillable) fields

Have you ever considered identifying your “nightmare customers” and your “high maintenance” customers?

For the record, a nightmare customer is one who is never happy. No matter how hard you try you cannot meet their unreasonable expectations. They demand top priority, take up heaps of your time, complain about the job (or product) and the price. Then, they pay you late! This individual will mentally drain you and reduce your self-confidence.

Now meet the “high maintenance – low profit” customer.

This individual messes about, wastes your time and has a great propensity of turning a simple job into a complex one. Believe me, there is very little profit margin left when you complete the job. You’ve got a few H-M’s on your books, haven’t you?

And while you tend to the nightmares and the H-M’s, two groups of profitable customers are being starved of your attention.

Enter the Silent Apostles (SA’s)...they just love you and are waiting patiently in line for you to give them some affection and in return they’ll give you Sales, Profits and Cash!.

Enter the Pure Profits (PP’s)...they are wanting to do business with you, but they won’t wait around too long.

Action Time

Right now is an ideal time to identify the “nightmare” and the “high maintenance” customers...for these dastardly critters are chewing into the heart and soul of your profitability. You can do so by using our two worksheets:

- Identifying The Nightmare Customers Worksheet and
- Identifying The High Maintenance Customers Worksheet.

When you’ve got the worksheets, grab your customer database lists and then start identifying them. A great exercise to get the input of your key staff as well.

So what are you going to do after you have identified them? You know don’t you?

Either convert them into Silent Apostles or Pure Profits and whether this is possible is a judgement call only you can make.

Alternatively, and this takes guts because nobody likes turning business away, show them the door to your competitors. But remember, if you are not making a sufficient profit from the customer they are just using your valuable resources...and your resources, including your time, are limited.

So, how do you tell them to take a hike? Well, I favour a letter because it’s official and it has a physical presence. Want a sample of such a letter?

Well here it is...simply adapt it to suit your circumstances.

High Maintenance Customers

Company:

Prepared By:

Date:

[illegible]

Definition of a “High Maintenance” Customer

Wastes your time and has a great propensity of turning a simple job into a complex one.

Believe me, there is very little profit margin left when you complete the job. You've got a few H-M's on your books, haven't you?

Possible Actions

(A) Attempt to convert into profitable customers

(B) Politely show them the door to your competitors

High Nightmare Customers

Company:

Prepared By:

Date:

Customers Name	Decision A or B	Action To Be Taken	When

Definition of a “High Nightmare” Customer

A nightmare customer is one who is never happy. No matter how hard you try you cannot meet their unreasonable expectations. They demand top priority, take up heaps of your time, complain about the job (or product) and the price. Then, they pay you late! This individual will mentally drain you and reduce your self-confidence.

Possible Actions

- (A) Attempt to convert into profitable customers
- (B) Politely show them the door to your competitors

**A Letter To Politely Advise “Nightmare” Or “High-Maintenance”
Customers To Go Elsewhere**

Dear <Salutation>

A Profound Thank You For Your Past Business And Our Genuine Regards For Your Success In The Future

Every now and again we take the time to evaluate all of our customers needs, wants and expectations against the resources which we have available.

You see <salutation>, we are firm believers that as a business, we can't be all things to all people, we simply don't have the necessary resources. Thus we have decided to concentrate on providing an excellent service within the parameters of our resource base.

In reviewing our association we have come to the conclusion that we are unable to meet your expectations without a significant increase in price. And we are more than happy to discuss this as an option.

Should you decide to find an alternative supplier we will understand and respect your decision. Moreover we are available to make a recommendation for you and make the transfer as smooth as possible.

Whatever the outcome, we want you to know that we sincerely thank you for your past custom and we wish you all the very best for the future.

I shall contact you personally within the next few days to discuss this matter with you.