

“HOW TO FIRE A CLIENT”

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THE SIGNS:

- SILENCE
 - HOSTILITY
 - DREAD
 - CONFUSION
 - SELLING
 - CHASING
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“BUT, BUT, BUT...”

THE INEVITABLE CONCLUSIONS:

- STIFFED
 - GHOST
 - Bad Word of Mouth
 - “Good” Word of Mouth
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“WHEN YOU ARE TRANSITIONING TO
A NEW SEASON OF LIFE, THE PEOPLE
AND SITUATIONS THAT NO LONGER
FIT YOU WILL FALL AWAY.

DON'T FIGHT THE PROCESS.”

BE PREPARED:

- No Free Lessons
 - Don't Fall for it
 - Off-Boarding
 - The Referral
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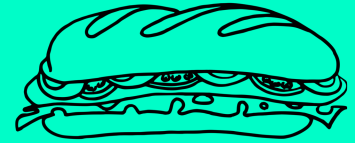
THE LITTLE STATEMENT
VS
THE BIG CONVERSATION

“THE CUSTOMER IS
ALWAYS RIGHT”

=

YOU. ARE. WRONG.

- State Your Observation
- “Compliment Sandwich”
 - Good
 - Bad
 - Good
- Be Firm
- Be Reasonable
- Be Final



DELIVERABLES

- Everything.
 - Seriously, everything.
 - Every single last thing.
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"INSANITY IS REPEATING
THE SAME MISTAKES
AND EXPECTING
DIFFERENT RESULTS."

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