

BUSINESS SECRETS

CHAPTER 4

ADDRESSING COMPLAINTS

Receiving a complaint about your business may seem negative. However, it signifies that you are being effective in business. Nothing is a utopia. There are negatives and positives in everything.

Anytime you are actively doing something you **WILL** receive complaints and compliments. The question is this, what are you doing with the complaints that are being told to you? Are you ignoring them or addressing them?

People who ignore complaints aimed at the company are tarnishing the **REPUTATION** the company has. People who address complaints are **BUILDING** the company's reputation. Notice the commonality...**REPUTATION!**

When you decide to address your customers complaints your customers will love it. Your employees will appreciate it and your business will benefit from it. Having the **RIGHT PERSPECTIVE** about complaining customers will help you turn their complaints into compliments.

A COMPLAINING CUSTOMER IS STILL A CUSTOMER.

Complaining customers are **STILL** your customers. As long as people are your customers you are blessed with the **OPPORTUNITY** to turn a negative into a positive. A wise person understands that it is better to have a damaged asset than to be without an asset.

A damaged asset can be repaired. A complaining customer is a damaged asset. If you take time to repair the damage and fix the problem, what was damaged and broken can be functional and operational. This is what Jesus did.

Jesus dealt with people who complained about their condition. These people were whining about their lives and how things were going with them. Jesus did not ignore them and look for a different class of people. He **ADDRESSED** their concerns and complaints.

He repaired them. He fixed their broken heart and made their mind whole. Jesus knew that it is **BETTER** to have a broken vessel than to be without one. Mark 2:17 says, *"Jesus heard this and said to them, "It is not the healthy people who need a doctor, but the sick. I did not come to invite good people but to invite sinners."*

Jesus gravitated to damaged assets because He knew damaged assets were **STILL** assets. Jesus turned a negative into a positive. As He kept doing this His following kept growing and His ministry was enhancing.

Addressing your customers complaints in business will attract more customers because good news travels fast. There is nothing more gratifying than a **SATISFIED**

customer. A satisfied customer is a happy customer. A happy customer is a vocal customer and a vocal customer is great advertising for your organization.

Learn from the genius of King Jesus. Address your customers complaints. Do not ignore them. A complaining customer that becomes a satisfied customer will **EVENTUALLY** become a **LOYAL** customer. Jesus followers were loyal to Him because He healed them when they were sick.

He gave them miracles when they were in need. He taught them when they needed direction. He delivered them when they were bound by demons. Just like Jesus, if you **REPAIR** a damaged asset it will soon become a **VALUABLE** asset.

WISDOM QUOTE

Your customer does not care how much you know until they know how much you care. - Damon Richards

**IF YOU CARE ABOUT YOUR CUSTOMERS
COMPLAINTS THEY WILL CARE TO GIVE
YOU COMPLIMENTS.**

For more wisdom go to www.thewisdomstore.com