

## Never be Afraid to Fire a Client!

By Joe Heller, High Performance Sales Coach

Never be afraid to fire a client! The universal principle of abundance allows you to replace a troublesome client with one that is more appropriate for you. I have fired numerous clients. At first, I agonized and wondered where I was going to replace the revenue. I ALWAYS found a better client waiting in the wings and you will too.

When a client turns unprofitable, you MUST make the decision to fire them as quickly as possible.

Profitability can be defined as a customer who has become a burden to manage (a leech of your time and resources), or a client who always wants something re-done until your profits have eroded to sit squarely in the red.

A MUST fire client can be defined as someone who has negotiated razor thin margins and consistently pays 45+ days past due on your receivables.

In direct mail it's a client who purchases and returns 2 out of 3 items purchased making up one excuse after another about why they are returning the products.

Finally, in the service business you have to fire clients who are incapable of implementing your recommendations and blame you for their failures.

Do NOT get lured into a false sense of comfort that this will only happen once. It is in a bad client's nature to take advantage of you over and over again. [Send them to your competitors!]

You MUST cut loose problem clients as early and as decisively as possible or suffer the consequences.

One final note; in order to become a successful in selling you must become an avid student of what works in selling. I developed the Revenue Warrior Selling System (TM) to give you a competitive advantage and succeed against your most challenging competition. You can find the Revenue Warrior Selling System (TM) on my site <http://www.JoeHeller.com>. Go there right now and click on the Revenue Warrior Selling System (TM) to learn more. It's a great resource from my personal library for yours.

Dedicated To Multiplying Your Sales;

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