

6 ASSUMPTIONS

That May Cost You Millions




Data from hundreds of SalesForensics and AccountForensics investigations with executives representing \$11 billion dollars worth of client contracts and proposals of Fortune-ranked companies reveals six assumptions that can cause client relationships to go sideways.


ASSUMPTION

REALITY


- 1** We won the deal so that means the customer must really like us.




Don't get too comfortable. Your company may have been the lesser of two evils in the mind of your customer. Work hard to prove why you are the right choice.
- 2** The customer respects our representative, so the account is safe.




A relationship too dependent on one individual is risky. Make sure your customer has a strong relationship with a team, not just an individual.
- 3** We fixed the problem so we are on the right track.




Resolving an issue is only half the battle. The second half is communicating to your client that the problem has been resolved.
- 4** My customers would tell me if there was a problem.



Beware: the closer your relationship is with a client, the less likely they might be to give you critical feedback.
- 5** My sales and account teams would tell me if there was a problem.



Since your account managers and sales reps are evaluated by how well they perform, they might not be so quick to mention problems to you.
- 6** Being an incumbent during a bid automatically makes us a strong candidate.



If your company has not followed through on your commitments, your client may realize that the grass really is greener on the other side.

Overcoming assumptions by understanding reality allows you to act upon opportunities that otherwise would have been missed. Basing your efforts on reality and not assumptions helps you turn a potential problem into a positive situation.

