

Small Business Center at Forsyth Tech

“Increasing Business Success”



If you are an entrepreneurial thinker and would like more information about starting or expanding a business, contact the Forsyth Tech Small Business Center for free information, including small business seminars and one-on-one counseling.

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Managing Business Relationships

Business owners ask us all the time how they can increase their sales. We strongly believe that the most important thing is not finding new customers. Instead, it is managing existing relationships. Many companies spend a great deal of money on customer relationship management systems. They understand that business relationships are much more important than mere transactions.

An effective business is one that exhibits certain traits such as honesty, integrity and a willingness to see a job done well. Some businesses make it a point to actually try to exceed expectations that are set. In retrospect, we have all been the victims of companies that are not concerned about customer service or the quality of their products. We can even point to those attitudes as the reason why they may no longer be in business. As a business owner you are constantly challenged to manage inventory, cash flow, sales and yes, even internal and external relationships.

Getting started developing effective management skills can be as simple as getting to know each of your customers by name, finding common interests to discuss or just simply taking the time to listen. It is always important to remember that people do business with people they know before reaching out to others. Take the time to familiarize yourself with your customers and their needs as well. This will serve several purposes from keeping adequate inventory in stock to anticipating when to suggest upgrades.

You may not realize it but the individuals that work with you are customers as well. You depend on them to come to work and be productive and they depend on you to make sure that there is adequate workflow. Your relationship with your internal and external customers is essential to your business success. Effective management of relationships can ensure continued success. Previously, we discussed RREV as being essential to customer service. RREV stands for Responsiveness, Relationship, Experience, and Value. The E in RREV also stands for Execution. Businesses must deliver on their promises. If they advertise that a product or service will help to accomplish something, it better do just that. If our customer experiences otherwise, it is our relationship that will provide another opportunity to deliver on our promise. Without a good relationship, we are likely to lose that customer...as well as many others.

As you may know, the Small Business Center is designed to help small business owners grow in their ability to manage business relationships. The business leadership series focuses on the interpersonal aspects of business leadership. We believe that there is a direct correlation between effective leadership and business success. During this series, participants will begin leadership development action plans as they journey toward business success.

We offer a variety of seminars to help you to enhance your business relationships. Becoming a relationship centered business is absolutely essential for most businesses. In addition to our seminars, the Small Business Center has a team of business counselors who have successfully managed customer relationships.

Visit <http://www.forsythtech.edu/services-businesses/small-business-center> to request an appointment so that they can help you to do the same.

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