

Coaching Notes – Why Be Proactive

Negatives Associated with Order-Taking

- Client may ask for, and receive a product that is not the best one suited to their specific needs.
- Unmet needs may go unrealized.
- Unmet needs may result in more costly problems for the client as time goes on.
- Clients can perceive your company to be indifferent to their business.
- When the problem gets big enough for a client to do something about it they may go elsewhere.
- Order-taking leave the company vulnerable to the competition and fluctuations in the market.
- Lower sales.

Positives Associated with Being Proactive

- Client feels that you are interested in them, their wellbeing, and their business.
- More sales per client therefore greater loyalty and higher likelihood of repeat business.
- Increased opportunity for referrals.
- Unmet needs are realized.
- Unknown needs are uncovered and dealt with making for a more satisfied client.
- Client perceives a higher level of service.