



## The Customer is NOT Always Right!

*3 reasons why the customer is not always right*

by [Andrew Cooke](#), [Blue Sky GPS \(Growth & Profit Solutions\)](#)

One of the oldest adages for customer experience and customer service is *"The customer is always right!"*.

Sorry, I don't hold with that. Why? People assume that it is better to keep a customer rather than alienate a customer. But often this is not the best decision to make.

I want to distinguish between two types of customers – those who buy products and those who buy services. There is a key difference between them – products are fixed and tangible; services are experiential. In short, products are about hand-offs and hand-overs, and services are about handshakes. Be clear on what you are dealing with – the product or the service.

So when is the customer NOT right? Simply put, there are three times.

*Firstly, when the customer is not a customer.* Just because someone has bought from you does not mean that they are a suitable customer, or that they are someone you want to have and keep as a customer. Think of a time you had the "customer from hell" where the cost, stress and effort involved in servicing the client was not worthwhile. What did you do? Keep them and continue to suffer or let them go?

*Secondly, when the customer is wrong.* Yes, they are human and fallible and prone to making mistakes just as often as you and I. Just because they *believe* they are right does not mean that they *are* right. Think of a time when you believed you were right, but when you considered the situation further you found that you were wrong. Caving-in to a customer just because they think they are right does damage in two ways – the customer is kept uninformed and unaware of the risks/costs they are incurring; and you are doing the wrong thing by the customer, it may be a difficult conversation but you need to act in the customer's best interests and educate them.



*Finally, when you are right.* You should be an expert and experienced in regards what you are selling to your customers – whether products or services – and you should be able to distinguish between when you are right or not. Just because a client is more vocal or aggressive in what they are saying or claiming does not diminish you or your expertise. Be assertive and calmly state the position whilst staying focused on the issue and not the individual.

So what are you going to do when the customer is not right, and how will you handle the situation? Share here the one action you will take, right now, to address this.

To find out more about how to attract the right prospects, convert them into great customers and deliver great results for you and your clients in building a sustainable business please [click here](#).

### **About Andrew Cooke**

Andrew Cooke is known for his work with executives, managers and teams in helping them to grow, develop and achieve results. Using a blend of consulting, facilitation and coaching he is noted for his ability in “bringing people potential to life”. Andrew takes the time to understand and assist successful business executives in creating a customized plan that allows them grow and develop their leadership effectiveness and organizational performance. In doing this he guides executives to manage, direct and make change work for them and their stakeholders and teams in an increasing volatile, uncertain, complex and ambiguous business environment. From this he helps others to become more successful in both what they do and how they do it.

Andrew demonstrates a proactive attitude and empathy that blends enthusiasm, energy and a pragmatic approach in engaging leaders and their stakeholders. He has over thirty years of international business experience and insights on which to draw, and has worked with blue-chip clients and other leading businesses across a range of industries. Andrew is passionate about helping others to be more successful personally and professionally



### **Qualifications & Accreditations**

Andrew is an experienced international expert in executive coaching, leadership development and business consulting. He has qualifications, certifications and accreditations from recognized leading global organizations, including:

- Accredited executive coach for Marshall Goldsmith Stakeholder Centered Coaching and Global Leader of the Future 360<sup>0</sup> Assessment Survey Tool
- Masters of Business Administration (MBA), London Business School, UK
- Bachelor of Business BA (Hons), University of Plymouth (UK)
- Diploma from the Institute of Marketing (UK)
- Human Synergistics International:
  - Accredited Coach in Organisational Development - Organisational Culture Inventory<sup>®</sup> (OCI), Organisational Effectiveness Inventory<sup>™</sup> (OEI) and Customer Service Styles<sup>™</sup> Survey (CSS)
  - Accredited Coach - Life Style Inventory (LSI) & Group Styles Inventory (GSI)
- Accredited DISC Facilitator & Coach