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■ LESSONS LEARNED: What have you found to be the most effective way to handle disagreements with clients?



**MATTHEW
VOORHEES**
President,
Anybill

"Our technology was developed such that errors are rare; however, if a problem comes up, our clients are always right, and I tell them just that. Keeping clients is much cheaper than finding new ones, so it is imperative to salvage any situation, and always follow up after the crisis is defused."



AL RICKARD
President,
Association Vision

"Sometimes disagreements with clients mean you're doing a good job. After all, they shouldn't hire you just to agree with them! You have to push the envelope. State your case, explain how your plan will improve their condition, and let the client choose to accept it. Provide more than one option to give them a choice of 'yesses.' Then deliver results!"



EDWARD PETERS
President & CEO,
DataDirect
Technologies

"When things go awry, which occasionally happens in the real world, a mutual benefit framework allows you to see both the customer's view as well as your own. ... This helps guide your actions to resolve the current situation as well as determine how to re-shape it, if necessary, for the future."