

When a Good Deal Isn't

Bob (not his real name) was speechless. He didn't know what to say. He was embarrassed. There he was standing in front of a REALLY BIG customer and he didn't know what to say.

Fast forward 22 days. Bob is talking to me on the phone. He says "Where were you 3 weeks ago?". The only response I could think of was "Why do you ask? What happened 3 weeks ago?". Bob then shares the following story with me.

I had gotten a REALLY BIG order that morning from a new customer. I was walking on Cloud 9. This was almost half my monthly goal, in just one order. It was a great day. While I was out running some errands at lunch time I saw this gift basket sitting on an end cap in (big box warehouse club). It was part of a clearance sale. It was reduced 80% from its original price. I thought it was a great deal. So, I decided to buy it and give it to my new best customer as a thank you. I was going to personally deliver it. I just dropped in on my way back to the office. My new best customer came out to see me. I proudly presented the gift basket with a big smile on my face and said something like "I just wanted to thank you for your business. I really appreciate it". And my new best customer said "Wow, thanks. This looks like the ones that are on sale at (big box warehouse club). We gave one of these to the neighbors for picking up the newspapers off the driveway last week while we were out of town."

I could only imagine how Bob felt. I was dumfounded. Now I knew why Bob needed me 3 weeks ago. He had been busted, BIG TIME. His new best customer knew where the basket at been purchased at (big box warehouse club), that it was on clearance and even knew how much Bob had paid for it. There wasn't much I could do except commiserate with Bob that he had probably sent the wrong message. He probably hadn't made his new best customer feel very special or valued.

The moral of the story? Don't mess around with your reputation, your image and your NEW BEST CUSTOMER by giving them something you bought that was on clearance at a big box warehouse club. Show them that they are special and important to you. Show them respect.

When you want a gift that's unique but yet affordable, call LeAnn at 407-684-0034, and let The Basket Case help make a POSITIVE impression on your best customers. Our team of designers will create a custom gift on **your behalf for your customers**. It's easy to order and we'll take care of the details, even getting the gift to the recipient.

I wonder if Bob's new best customer is telling people about Bob or the gift that was bought on clearance at the big box warehouse club

-- Bruce H. Kubec