

*Thought for the day – 16*

**'It's OK to spend money'**

It's late at night and only the junior is in your office. The phone rings. It's your best customer and he's angry about something. He will stay angry and will probably cease to be a customer unless he gets a special delivery right now. The cost is £2,000.

You're away for three days and can't be contacted. What does the junior do? The only right answer is 'Arrange the special delivery'. Maybe you should tell everyone in your company that it is OK to spend money if it means keeping a customer. Do it now, before it's too late!

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*This thought has been taken from Graham's book 'Companies don't succeed, people do!' Graham delivers outstanding sales training – click [here](#) for details of some of his programmes.*

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<http://www.in-house-training.com>

Email: [info@in-house-training.com](mailto:info@in-house-training.com)