



A CALL TO ACTION

Because of a recent boom in business, my company needed to update our office phone system. We had a very nice system in place already, but our business had tripled within a matter of months. Since we rely on phone orders for the vast majority of our sales, we needed to upgrade in order to handle the increase in call volume. We were lucky to have a great relationship with our telephone equipment provider, as within days we were able to have a new system ready to put in place. It's not often that businesses find themselves in situations like this, but when they do come up, it's important to know that the companies you have chosen to do business with are capable of meeting your needs in a timely manner.

Prior to this happening, we had a trunk study performed, after which we were told that we were losing business as a result of not having a new phone system in place. Anyone who has ever run a business knows that losing money because you are ill equipped to handle your customer's needs is the worst way to lose money. Being able to make a phone call and knowing it would be taken care of quickly and efficiently was a great relief to me. I knew that with every passing day, thousands of dollars were being lost and that's something I couldn't afford to let happen. The whole situation made me think about the importance of knowing qualified vendors who can get you the products you need, when you need them.

I soon began looking into other areas where we were dependent upon other companies for goods and services to see if we were utilizing vendors who could facilitate the changes our growing business was experiencing. After a long, hard look, we decided to switch shipping companies and to switch to a new overnight call center operator. It's not that our needs weren't being met at the time, but that if things continued to grow, we would likely outpace our current vendor's ability to provide service. Being proactive in your business relationships is just as important as being proactive about your business. After all, most companies depend on other companies to make their operations run smoothly. I encourage all business owners to seek out the service providers and vendors that can handle your needs both now and in the future. When your business grows, you'll be happy you did.

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