Twitter Thread by Sandeep Mall



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Most of my career has been meeting customers across the globe. Some rules that I followed which helped me build great rapport with them

Keep business away from personal time. Most of the times while visiting them, my clients take me out for dinner post meeting. Avoid talking business during meals. Even if you're at a business lunch, don't start talking shop until you're done with the dessert.

When meeting or pitching to clients, people tend to make the mistake of talking about how much the customer is going to benefit, while avoiding the subject of what they'll get out of the deal. Be transparent and upfront about how both the client, and yourself, will benefit.

If you make a mistake, like we did recently by shipping a wrong product,be apologetic and go the extra mile by making a gesture of goodwill free shipping on their next order.This way,you're likely to keep the customer,who may even spread the word about how great your service is.

Do some homework about what the company is doing new by researching about them online - like a new product they are developing or a new plant they are setting up. Gives a good topic to discuss during breaks.