

# MAXIMUM...

February 2, 2010 – Issue 40

## MAXFACT #51

*"If you're in a relationship and you want to make it work, you have to be a little selfless at times."* – Montel Williams

How do most relationships stand the test of time? A key ingredient is compromise. We all need to bend, and in business, that means to be fair and accommodating whenever possible. **Nurture long term relationships; disallow isolated events to ruin them.**

If you have questions or comments about today's **Resolutions** message, please contact us at...

[www.maximumbizconsult.com](http://www.maximumbizconsult.com)

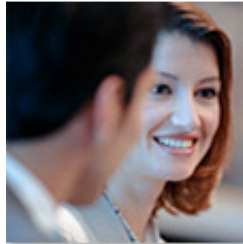
(717) 755-5419

**MAXIMUM**  
Business Consulting, LLC  
a mentor capital firm

## ...RESOLUTIONS

Has your company ever dropped the ball?

How your organization responds is a defining moment in the life of your business.



We've all heard about stepping up to the plate and taking the high road. But when that moment of conflict shows up, how do you TRULY respond?

You have heard, "you have to spend money to make money". Less frequently it is said, "sometimes you have to lose money to make money". Admitting a mistake, and possibly losing some money, can result in goodwill. The beauty of goodwill is that once your company possesses it, momentum is in your favor.

Goodwill earns referrals, which compounds through time, and results in growth.

No, you don't have to roll-over every time a customer complains. But, if you handle it properly when they are right, you'll gain in experience and in reputation.

## Ponder This...

Do we give people a good reason to leave...or to keep coming back?

We invite you to share this memo with a friend or colleague.  
They will be glad you did.