



It's Time To Exchange Customers, Honey!

Have you ever tried to change a boy-friend/spouse/partner into something YOU wanted?

Be honest here.

I remember my foolish attempts to get my **Harley-riding**, chain-smoking, **long-haired** first boy-friend to try reading (anything), **dancing**, getting cool clothes or going to a "chick-flick".

I realllllly wanted him to try reading Shakespeare or something by Margaret Laurence so he could understand my tormented **bibliophile soul**.

He'd flip his head back (to get the hair out of his eyes) and then look at me as if I had **horns growing** out of my head.

I know. I know. It didn't work because I was 16 and because...

PEOPLE DON'T CHANGE. (unless they want to)

And no matter how much **fairy dust you wave over someone's head** - it is never going to turn the donkey into a thoroughbred.

Which leads me to the "dating world" of your business and selling.

I would guess you probably have **some clients** you've been trying to change. And no matter how **HARD** you try - they are still:

- slow-paying
- hard to please
- unfriendly
- never satisfied
- cheap
- fickle
- basically a pain in the you-know-what

And quite frankly, its bloody exhausting. (a Canadian term for you!)

It turns you into some manic, Sally Field type of person who wants everyone to "like me - you really like me" ...except these customers don't care. **Never will.** Ever.

My suggestion?

Quit trying to change these people - **EXCHANGE** them instead!

The Tell-Tale Sign

This one is super easy.

You spend **3x the time and energy** trying to please one of these so-called "customers" instead of trying to please a fabulous customer! (and I **know you have fabulous customers** - I'm sure a few names and faces just

popped into your head as you read this)

Look.

When the new jeans don't fit - you take them back. (or you should!) Or when the old jeans are too tight or too loose you donate them to the thrift store.

A Trip To The "Customer Department Store" Is Long Over-Due

If you have a customer(s) who **just doesn't FEEL RIGHT**, then it's time to gently and respectfully release them back into the "**Customer Department Store**" so you can **FOCUS** on attracting, growing and maintaining the "**Oh My God - I just LOVE you!**" type of customers that are perfect for you.

You'll have waaaaaaaaay more fun, make waaaaaaaaay more money and you'll be able to dispense with that 10 pound knot of anxiety that shows up in your stomach every time you even **THINK** of the customer that needs to go.

So just do it lady.

As for my old-boyfriend?

He never did read, dance, buy cool clothes or see a chick flick. However, I did get something positive from the experience and **fell in love** with Harleys instead.

Kim Duke, The Sales Diva, provides savvy, sassy **sales training** for **women small biz owners** and **entrepreneurs**. Kim works with clients internationally, showing them The Sales Diva secrets to success! Sign up for her saucy and smart FREE e-zine and receive her **FREE Bonus** Report "**The 5 Biggest Sales Mistakes Women Make**" at www.salesdivas.com