

The Manager's **INTELLIGENCE** *An insider's fast track to better management* Report

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Join your customers in searching for solutions

Two important goals for every customer relations program are to get to know customers personally and to solve their problems. Achieve both goals at once by inviting customers to monthly or quarterly brainstorming sessions. Select a particular problem or area of operation for each session, send the customer an agenda and background information, and practice working together. Over time you'll increase problem-solving skills on both sides and strengthen the bond between you.

--Adapted from *Same Game New Rules*, by Bill Caskey (Winpointe Publishing)

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