

QUESTIONS

Should you break up with a customer?



As with most relationships, customer interactions can bring moments of joy... but they can also cause heartache, sleepless nights, and mental drain. There comes a point when you simply can't (or shouldn't) put up with any more. If you answer "yes" to any of the following questions, it might be time to part ways.

◆ Is the customer abusive?

Communication between you and your customer should be professional and civil. If yelling or tears are involved, it's probably not a relationship worth saving.

● Are they unreasonable?

Sometimes a customer's demands far exceed the reward of their business. Adopting a ratings system for *customers* can help identify and blacklist those with unfair requests.

▲ Have you been threatened?

Are your customers making crazy demands (see above) and then dangling their business above your head? Do yourself a favor and swap them out for a customer that doesn't terrorize you.

◆ Are they stealing from you?

No, we're not (only) talking money here. If you're sinking so much time and energy into one customer that other areas of your job and life are suffering, it's time to say goodbye.

● Is there infidelity in the air?

If your customers are cheating on you, chances are good that they're also disclosing information about you to a competitor, or using your contracts against each other.

▲ Are your internal red flags sounding off?

Just like in any relationship, you know your deal-breakers and warning signs. If something feels off, it's time to cut them loose... because in this relationship it's not you; it's them.

Just be ready with an exit strategy—break up with your customer with speed, grace, and respect.