



# Kestrel Business Assist

## Swim little fishes.



In my last Newsletter, I alluded to the relationship between yourself and your customer being one you must be comfortable with. It must be a TWO WAY Street. It is not in the best interest of the client to screw the price down, nor is it in the best interest of the supplier to take the money and run!  
We must aim for a MUTUALLY beneficial relationship.

You may have caught the current story of **AJAX ENGINEERED FASTENERS** from suburban Braeside, Victoria. Boasting supply to major customers like Holden, Ford and Toyota, this company has been placed in Administration, with the entitlements of 198 workers in jeopardy. This has happened after the industry faced similar problems when another Melbourne company **HUON** looked set to collapse in July this year. They were only saved when the car manufacturers reached an agreement to accept increased prices.

How could this possibly be?

Well..... Sometimes, with large or glamorous clients, we believe we must retain that piece of business at all costs. But we must be aware of profit draining traps.

Firstly they fight for the best possible price. Then after they leave us with a much reduced margin, they start demanding extras. Quicker delivery, after hours delivery, your staff on their site, more of your manager's and/or your time, increased customer service support, demands on donations to social club or Charity Days. Then, after all this, they extend or delay payment. Is this all starting to sound familiar?

We must be aware who our profitable customers are and which customers take money off our bottom line. Contact **Kestrel Business Assist** NOW to conduct a customer profit analysis. We can make sure that those additional services are charged for, or included in the sell price. Let's make sure the relationship IS mutually beneficial.  
We believe in a profit driven business that is focused and accountable.

## Sometimes the small fish are the sweetest!