



## GPS - 5 Reasons Why You Shouldn't Take Any Client

Hello, and welcome. This is Andrew Growth and Profit Solutions.

Thanks for dropping in.

I really wanted to talk to you today about five reasons why you shouldn't just take any client. And these are very simple and very powerful.

Sometimes you may be tempted to take a client because things are a bit tight. But you need to take a second look before you do that.

Here are the 5 reasons why you shouldn't take anyone as a client...

1. *Wrong fit* – they may be able to pay, but you know they're not the right kind of client for you or for what you do.
2. *Too much time and effort* - as a result of being the wrong fit, you find that they take too much time and effort in managing the relationship and the work vis-à-vis the upside and results you gain. And this is at the cost, obviously, of the time and effort that you could spend either on finding better quality clients or servicing those really good clients.
3. *Poor payers* – they may end up not paying, paying too little for what the work as they don't value your work or the relationship, or they are a source of hassle in terms of trying to extract payment.
4. *Transactional nature* - the nature of the relationship here is rule is transactional, not transformational. This means that once you've sold to them, they're not going to come back. They're not going to be an ongoing income stream, which means that you've now got to go and find someone else to replace them. It also means they won't be any good as a source of referrals or case studies to use in demonstrating the value you've created.
5. *No loyalty* - they've got no interest in an ongoing relationship, they'll happily go to the next supplier (normally based on lowest price). They're not there for the long term. There's no repeat work. There're no future work opportunities. And as such, it's an expensive client that you've just then had to service.

If you found this useful, then come and join us in our Facebook group, the Growth and Profit Dojo for business owners and leaders looking to grow their business and you can find more useful tools, tips and techniques. Just [click here](#), and make sure you answer all 3 questions to get in!





Contact Details:

Andrew Cooke, Managing Director, Blue Sky GPS

**Web:** [www.business-gps.com.au](http://www.business-gps.com.au)

**eMail:** [andrew.cooke@business-gps.com.au](mailto:andrew.cooke@business-gps.com.au)

**Tel:** +61 (0)8 6102 0975

**Mobile:** +61 (0)401 842 673

**Facebook:** <https://www.facebook.com/andrew.cooke.522>

**Twitter:** @acookegps

**LinkedIn:** <http://www.linkedin.com/in/andrewcooke64>