



Business Cycle

Is it a production / working capital type business cycle. Is it seasonal or perennial. Is it a project or job oriented activity.

MyLine

1. What type of customers do you supply to?
2. How long do they take to pay you?
3. Do they pay you as indicated?
4. What happens when you get a one-time job which is larger than usual?

What's your line?:

1. Your line:
2. Your line:
3. Your line:
4. Your line:

Scenario # 1

Customer:

Why do you want to know all this.

Guiding Answer

It guides me on how you deal with events in your business.

Customer:

And how will knowing that help you?

Guiding Answer

It helps you... if you add customers you will have an idea of how much extra money you might need to service additional orders.

Customer:

Is that so?

Guiding Answer

Yes. If you spend few minutes with me we can work out how growth and the future might look.



Scenario # 2

What happens when you get a one-time job which is larger than usual?

Customer:

We just execute. What kind of stupid question is that.

Guiding Answer

I was wondering that you need extra efforts, people, may be even some equipment to fill the order. How do you organize that?

Customer:

Yes I just organize all that and get the job done.

Guiding Answer

Do those resources stay with you or you have to let all that go when the order goes?

Customer:

It depends

Whatever the customer says from here is the sharing of information, you have got him talking on what you wanted.



Scenario # 3

Do you have anything like off season in your business

Customer:

All businesses do. What kind of stupid question is that.

Guiding Answer

Yes I am sure all do. I wanted to know a bit more of how specifically it looks in your industry.

Customer:

And what are you going to do with that information

Guiding Answer

I just want to understand how things work with you.

Customer:

You are a very inquisitive person

Guiding Answer

Sir, if I want to work with you, for you I have to be more curious about how it is to work with you.

Customer:

Why will I want to work with you

Guiding Answer

I agree you do not feel the need to. That is the correct time at which we should get talking and I should understand you.

Customer: why

Guiding Answer

It helps me prepare for your moment of need. At that time, if you need something, I will be asking you fewer questions. It is better I ask you when there is no pressure than when there is pressure....