

# Ernst Enterprises Newsletter



## NO REPLY...

### What it really says about you.

#### THE IMPACT OF NON-RESPONSIVENESS

In our busy business life often we don't return calls or respond to e-mails because we have a business to run, employees to manage, customers to support. More often however, we don't respond because we don't know exactly what to say. Maybe we have to give bad news, such as you were not selected for a job or we've selected another vendor. Rather than take the topic head on we let callers go to voice mail or delete the follow up e-mails. Our hope is that the person "gets the message" and concludes that the answer was "no" and just go away, thereby sparing us a possible uncomfortable conversation.

The more important question is: ***what does the non-answer say about you?*** Is that the perception you want others have of you? Someone who does not receive a reply to calls or emails when a response is owed knows that they are being ignored.

When your job is to communicate with prospective employees, vendors, co-workers, etc., you are not meeting your job responsibilities and your company now appears guilty of providing poor customer service. For example, during this down economy with so many people looking for a job, I have heard from several job-hunters that following an interview they never hear back from that employer. An e-mail, letter or short phone call telling the prospective candidate that another person was selected allows the job seeker to move on rather than think and wait.

Business owners know how frustrating it is when a proposal is submitted at the request of a prospective client/customer and they never respond despite reasonable follow-up. A simple, "I've changed my mind" or "I've selected another vendor" would be appreciated and stop the follow-up calls and e-mails you've been ignoring.

## **IT'S ABOUT CUSTOMER SERVICE**

When prospective employees, vendors, customers, clients, co-workers contact us in response to our advertising, request for proposal, or just a sales call, a prompt response says you are a professional and respect the others time. Excellent Customer Service is key, and learning how to provide it, and how to respond to uncomfortable conversations will win you respect and increase your standing in the eyes of customers, vendors, employees, colleagues, etc.

At Ernst Enterprises we can provide you with the management expertise to help you assess your company's responsiveness and we have the experience to help you re-think your approach to managing your business in this new economy.

Call 847/438-8977 to schedule a confidential assessment of your company's practices. To learn more about all of our business adviser services, click on [Ernst Enterprises](#) to go directly to our website.

We bring experience and innovative thinking necessary to help you grow your company in these tough economic times. Call today to schedule your appointment for a Dash Board review, a [tool](#) that gives you an objective review of your business.

How secure are your IT systems? Take the systems [security quiz](#) to learn more.

To read more, see [Newsletters](#). Follow us on our new blog, [Be a Better Manager](#).

What keeps entrepreneurs up at night? Take the [SURVEY](#) and see how you compare.

**Sincerely,**

*Mark*

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Ernst Enterprises, LLC

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