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Why Say No paper essays to Business is Sometimes the Smartest Thing to Do by [Bradley Ramirez](#)

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In this "new economy", many business owners are emphasizing on ensuring enough business to make a profit. In extreme cases this leads often to say yes to any and all prospects, projects and the types of work. Unfortunately, this may not be the best business strategy! Indeed, say no to business is sometimes the smartest thing to do. Not convinced? Allow me to demonstrate.

Perspective is not a good "fit" - Lets face it, not all clients have the right "fit" for you and your business. In some cases, there is even such a thing, I dare say, as a bad customer. If your antenna goes up during the initial meeting, phone call or understanding notify you of the fact that this client will not respect you, testing your limits, you need more help than you can provide, or any other meaningful way does not is simply a good fit, listen to your instincts and say no! There are ways to deal with businesses that are polite, considerate, helpful, and firm, and sometimes we just need to know when is right to say no to a prospect or customer.

Turning away business can be a painful process for those not familiar with the idea, but it can save you and your business in the long run. Saying yes to any prospect could mean, unfortunately, to say no to your Ideal Customer - Every company has a target market and within this market is the Ideal-client. You know what - people or organizations that really need your help, we are fully ready for transformational services or products you provide, respect and value you and your business and can afford to make investments for to work with you.

They are the ones you have in mind when developing programs and products to ensure that it fits your customer base. We all know that there is only so much time and energy to collaborate with customers. Every time you take to a new customer, there is a loss of potential opportunities elsewhere that could slip by because you're too busy.

This is referred to as opportunity cost - the cost of opportunities to lose by taking on each client. Therefore, it is very clear when you say yes that the prospect is part of your ideal client profile (or at least get near it!). If not, you really can not say no to your ideal client when he / she comes knocking.

Quantity of work may make the quality suffer - If you say yes to every prospect, design and type of work may be terminated spreading yourself too thin, so the quality of your work to suffer. In an effort to overcome the recession and make more money, many business owners who say yes, yes, yes. This can lead to burn, reduce the quality of work and damage to the reputation of all of your business.

Resist the temptation to say yes to all work, unless you have the infrastructure to handle it. Focus on value and results - The best business owners realize that what they really are selling value and results. When you see yourself in paper essays this light rather than simply providing products or services, quickly realize that you should say yes only to customers who can bring your best price and results.

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