Article Side

Building Good Relations with your Commercial Printer by Colleen Davis

Article published on November 29th 2011 | Advertising

All businesses are a two-sided affair, and this includes even commercial printing. While thousands of customers and commercial printers interact day in and day out, not all of these interactions go smoothly for both parties. The reason for this is that either or both of the parties do not exert the necessary effort to build up a solid professional relationship, which would certainly help a lot in avoiding misunderstandings, speeding up requests, and ultimately improving the entire commercial printing experience. The following are a few tips and tricks that may help you in building good relations with your chosen commercial printing company.

Always assume that you will do more business in the future. One of the things which may lead to people acting like customers from hell is the assumption that after receiving their prints, they would no longer have to deal with the commercial printing company afterwards. Remember that if you make it seem that you would rather not have business with them anymore, then they are also unlikely to bump you onto the top of the â€œBest Customersâ€• list. Also, in the event that you do approac them for business in the future, the commercial would hardly remember you as a repeat customer and would most likely forget you again once this transactionâ€™s over. This is such a waste of opportunity.

Try to make their lives easier. This is the golden rule in action. If you go out of your way to make their jobs less of a hassle, say, by not being too demanding or finicky about your choices, the commercial printer is more likely to reciprocate and try to make your life easier. Again, this is a two-sided affair, and if one side makes an effort to speed up the process, then the other side would probably do too. The commercial printer is also more likely to take note of you as a â€œgood customerâ€•, and would give you even better service the next time you order some prints.

Be nice. A lot of people do not know the right way of asking for things nicely, and if you are one of these people, it would be better for you to start learning. Being polite is something which does not apply to commercial printing, but something which must be applied in everyday life. Any special request you have for the commercial printer are more likely to be granted if you just ask nicely, so donâ€™t get your hopes too high if you canâ€™t even ask for something without sounding patronizing. Th employees in a commercial printer are people too, people who would go out of their way to help you if you didnâ€™t act like a jerk all the time.

Building good relations with your commercial printer is a simple matter of applying life values to the situation. Itâ€™s not even about how much commercial printing business you take to the commercial printer, because no matter how much money you pay them, they would still prefer a nicer customer to a jerk. Itâ€™s not a matter of money, but a matter of morals.

Article Source:
http://www.articleside.com/advertising-articles/building-good-relations-with-your-commercial-printer.htm - Article Side

Colleen Davis - About Author:
For more information, you can visit this page on a Commercial Printing

Article Keywords:
commercial printing, commercial printing company

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!