



# THE Experion GROUP

## THE EXPERION NEWS: JUNE 2019



**UPSET CUSTOMERS**  
by Cheryl Crumb

How to deal with upset customers is a question posed to me by a client. No doubt a ranting customer is a nightmare scenario that can be ignited or defused depending on how you handle it. This sort of thing can also destroy a relationship.

Unfortunately, instinct is not our friend. Stress pioneer Hans Selye talked about two polar opposite responses to stress -- fight or flight. Neither can be productive.

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**How To Reduce Your Personal  
and Corporate Risk**  
by Florian Meyer

Many business owners and consultants have all their corporate assets in one company. But what happens when that company is sued for some unforeseen reason? All the assets in that company are now at risk. Is this risk worth taking, or is there something you or your clients can do about it?

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### MEMBER PRESENTATION

by Hugh Latif



Hugh Latif held EXPERION Group members and guests captive with his presentation 'Winning in today's fast-paced and competitive marketplace' at the meeting on May 13. Hugh, an expert consultant on family-run business and author of the book MAVERICK LEADERSHIP, looked at some companies with valuations in the multi-billions even though they may be losing money, and others that failed despite having a strong brand, loyal customer base, revenues, and access to the latest technology. Why? Hugh said the Board may have been asleep at the wheel, the company's management was indecisive and suffering from 'analysis-paralysis,' and they thought they could do no wrong.

He said market dynamics are changing rapidly and successful organizations give 'evolution' time to adjust while not letting 'revolution' catch them by surprise. "Successful strategy," he said, "is being able to predict the future." His recommendations include:

- ✓ Never stop learning and that includes learning from mistakes
- ✓ Embrace the changes happening today
- ✓ Know your customers and 'WOW' them all you can
- ✓ Invest in people, and always seek the advice and counsel of smart people
- ✓ Stay the course and don't give up.