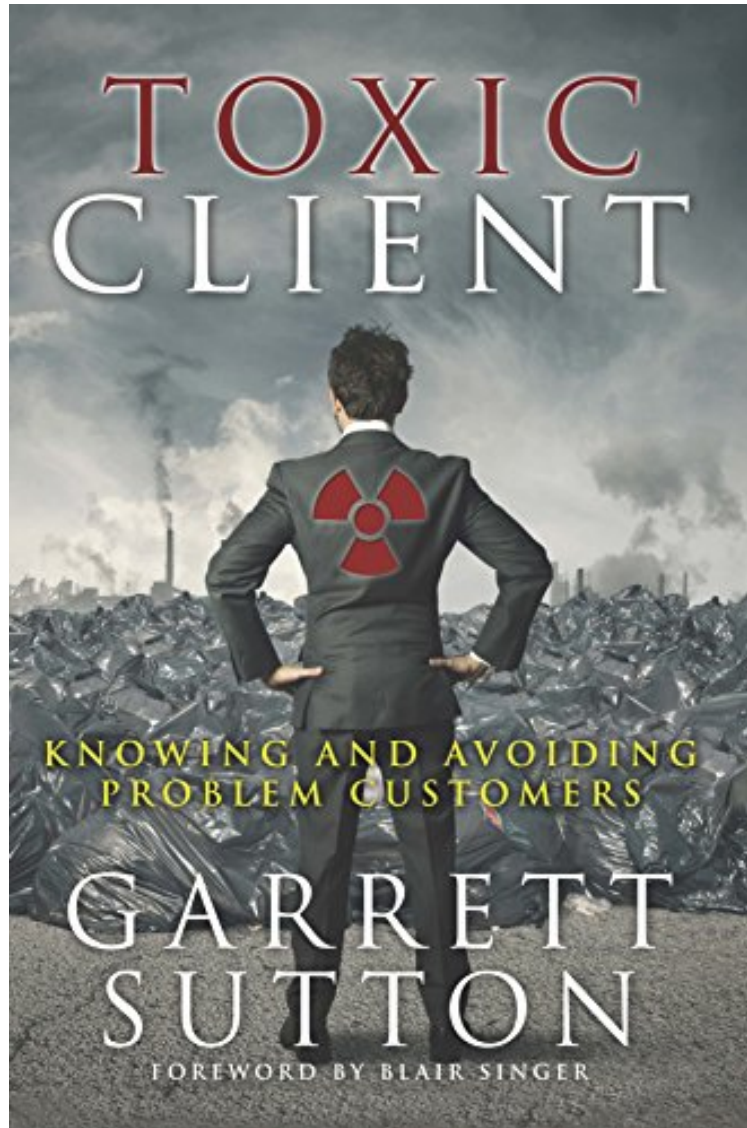


## Toxic Client: Knowing and Avoiding Problem Customers

Garrett Sutton

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**Garrett Sutton : Toxic Client: Knowing and Avoiding Problem Customers** before purchasing it in order to gage whether or not it would be worth my time, and all praised Toxic Client: Knowing and Avoiding Problem Customers:

1 of 1 people found the following review helpful. rdquo; I found this to be a very intelligent guide for any client-based businessBy CustomerTitle: Toxic Client: Knowing and Avoiding the Problem CustomerAuthor: Garrett SuttonPublisher: Success DNA, Inc.ISBN-13: 978-1-944194-03-1Pages: 210Genre: Businessldquo;Eighty percent of your business comes from twenty percent of your clients. Eighty percent of your problems, stress and angst come from another twenty percent. But that is only part of the problem.rdquo;I found this to be a very intelligent guide for any

client-based business. More than an instructional book on dealing with problematic clients, Sutton takes a nuanced, psychological approach by instructing the professional on preparation, due diligence, keen observation, and understanding when dealing with clients. Although the book asserts that "the client is not always right," the author nevertheless encourages understanding, tolerance, professionalism, and self-awareness in dealing with clients of all types. The latter strategy I found to be very insightful. Sutton offers a variety of techniques for detecting potentially toxic clients and then provides ways of dealing with problems if and when they arise. He covers everything from the initial interview to unfortunate legal ends such as resorting to small claims court or collections. Sutton advises the professional about researching the client's history. He then gives numerous case studies to illustrate different red flags of toxic clients: verbal tics, gestures, and "entitlement" to name a few. There are many examples of problematic cases: the aforementioned entitled customer, the freeloader, the freegoader (schemer), the addict, and even clients with mental illness. In such cases, Sutton's advice will supplement what you learn from experience. This book is not all about finding the bad clients. This is what I found insightful. He stresses the importance of the behavior and self-awareness of the professional him/herself. The toxic client can be self-righteous, self-centered, but is never self-reflective. It is therefore up to the professional to be self-reflective, self-reliant, and thereby more effective in controlling any situation.

1 of 1 people found the following review helpful. Very Resourceful  
By Rae This book has taught me so much on what behaviors to look for when potentially engaging with a "Toxic Client". Now that I think of it, I've had my fair share of dealing with toxic clients, in particular the one pointed out as one of the identifying marks of toxicity as "not paying". This bullet point definitely spoke loudly to me and even states that, "...clients bite off more than they can chew. They can't afford the goods or services for which they've engaged." The warning signs and red flags are presented to us, we just have to be willing to really listen and see it before it fully takes over our business and possibly our lives. Author Sutton has truly laid everything clearly out on the table for the whole world to see. Not only has he deeply discussed nearly all factors of toxic clients and their capabilities, he's also provided some well written and detailed scenario cases that may have derived off of true encounters. Each case mentioned demonstrated what separated a normal client from a toxic one, showing their true characteristics that you might have witnessed some time in your own life. There's the chance of not paying attention to subtle indicators, which offers you the alert you need that a particular client may be out to ruin your business, but only if you let them. I learned a lot from the scenario cases author Sutton provided as well as tactics and strategies I can apply to keep toxicity at bay. "Toxic Client" is a highly recommended read for everyone and this book should also be passed on to friends and family because toxic people exist. We have to protect our family, our businesses and ourselves from the incredible dangers of engaging with toxic people and clients.

1 of 1 people found the following review helpful. Say Goodbye to Toxic Clients  
By Susan Hart As I was reading this book, I kept thinking, "This is surreal. Sutton is writing about the very toxic people I've been trying to get out of my life. How does he know them?" The more I read, the more I realized how pervasive the toxic client scenario is. It's not alone! That's one of the strengths of this book. There are just so many eye-opening examples identifying what a toxic client looks like that you can't help but recognize them in your own life. Every businessperson needs to read this book, especially those who are just starting out. It's a roadmap on how to recognize toxic customers, weed them off your client list and move on to successfully find and cultivate a healthy clientele. It sounds simple, but it's not. As Sutton says, "80 percent of your good business comes from 20 percent of your clients and 80 percent of your problems, stress and angst come from another 20 percent." Toxic clients take way too much of our time, energy and resources. I found that the strategies presented in this book, if I apply them consistently and assertively, have indeed helped me keep potential noxious clients at arms length. Sutton's writing is straightforward. Each chapter provides practical guidance on how to recognize toxic client behavior and proactive steps to avoid it. The chapters are engaging, the anecdotal stories purposefully fun and enlightening. There's an appendix with some very helpful information on Mechanics, Liens, Small Claims Court and Collection Agencies that should be in every small businessperson's tool bag, and are for sure now in mine. Keep this book nearby for reference. That next toxic client is just a phone call away.

Not every client is a good client! Learn how to avoid problem clients that are more trouble than they're worth... To succeed in business you must learn how to recognize and avoid the Toxic Client. With useful stories everyone can relate to, Toxic Client will show you how to handle the problem customers. In that first flush of life as business owners, we often say "Yes" to anyone who wants to hire us. We think the most important thing is establishing a client base. As long as we're getting hired, that's a good thing, and it's all that matters. But after a while, we learn an important truth: Not every client is a good client. In fact, some of them are truly toxic they contaminate our business environment and breed negativity about the work, they infect employees by lowering their morale, they exhaust and debilitate our energy reserves, and they drain our coffers. Toxic Client: Knowing and Avoiding Problem Customers will teach readers how to: Deal with Angry and Lying clients Engage in Active Listening to spot potential trouble Identify Freeloaders and Troublemakers Stay clear of clients with Alcohol, Drug Use and Entitlement issues Dismiss and Avoid Toxic Clients The book features a Bonus Section on using Collection

Agencies, Mechanics'squo; Liens and Small Claims Court to get paid for your e orts.

About the AuthorGARRET SUTTON, Esq. is the bestselling author of Start Your Own Corporation, Loopholes of Real Estate, Finance Your Own Business, and seven other books. His firm, Corporate Direct, has formed thousands of corporations and LLCs for clients from around the world.