



Supply Chain Operations & Technologies
 Supply Chain Vendor Compliance
 Fraud Detection & Reduction
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 Turnaround Help

Since January 1996

I have always been happy to try and help when I can. (A good friend of mine who does astrology readings would say this is typical of my Zodiac sign, Cancer.) This usually entails giving away free advice. That may seem a little crazy because a consultant like me gets paid because we know things that most regular folks don't know. But I have always believed in trying to do the right thing and sometimes people just need to know in what direction to go. To make someone sign a contract and bill them for less than an hour of my time seems rather ridiculous. The people I help are most gracious and appreciative. I know they'll probably forget about me not long after my phone call or e-mail but that's okay: it is good to know I helped someone. I sure do appreciate it when someone helps me without handing me a bill afterwards.

In October I received a rather desperate e-mail from Wilson Electronics, a manufacturer of cellular telephone booster products. They were struggling to understand some retail vendor compliance requirements and were reaching out for help. I called them up and we had a nice chat that lasted about 20 to 25 minutes which – in their words – solved their problem in the “same day” and allowed them to ship product. I hung up the phone feeling good that I was able to help someone on their way to success.

One week later I received another e-mail from Wilson Electronics but this one was quite different: I was asked if they could gift me one of their products in appreciation for my time and advice. Wow! What an unexpected surprise! After some sales help I picked their MobilePro® product so that I can boost cellular signals wherever I go in both a vehicle and a building. And the product works great!

In good times and bad don't stop extending yourself when someone asks for a little bit of help. Good customer service shouldn't require a customer but may result in one either directly or by referral. It is a message I practice as best I can, and now one I can communicate with a great cellular signal. :-)

For more information about Wilson Electronics and their line of fine cellular booster products that are available at various national retailers, please go to <http://www.wilsonelectronics.com>.

Thank you.

Norman Katz, CFE, CFS
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Look for the book --> <http://www.gowerpublishing.com/isbn/9781409407324>



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