

Fresh Scents®

3 THINGS YOUR VENDORS SHOULD NEVER DO



1. Refuse to apologize.

We get it. Even the best and most consistent suppliers sometimes make mistakes. Mistakes are inevitable. But the response to a mistake can reveal more than the mistake itself. If a vendor makes a mistake like sending the wrong product, shipping a PO late, or failing to complete a new product set-up, they owe you an apology and a way to make it right. Vendors who don't apologize or bring forward solutions to correct mistakes are taking your business relationship for granted.

2. Go dark.

It's hard to believe this could even happen, but it does. Healthy business communication is a two-way street. If you don't hear from your vendor for half a year, even if things are going great, that's a big red flag. When vendors fail to reach out several times on an annual basis it means they aren't actively working on ways to improve your category and your sales. If their excuse is they "don't want to bother you" that simply means they don't have anything of value to bring to you. Your vendors should be actively trying to help you enhance your category and your product offerings. If they're not, start looking for vendors who will.

3. Use personal attacks.

For the most part, heated interactions with vendors are few and far between. Still, when dealing with tense situations it's imperative that all parties understand that in sometimes business there will be disagreements. There is no place for letting frustration over disagreements bubble over into personal attacks or insults. At the end of the day, professionals need to stay professional, which includes the way vendors talk about their competitors. Vendors and buyers are usually very respectful of each other, even in a tough back and forth. But if a vendor ever crosses that line, there's no recovery.