



LAB-CLIENT RELATIONSHIPS

*Aron A. Quist, CPAg/SS
Stanworth Crop Consultants, Inc.*

PNW Laboratory Analysis Workshop



WORKSHOP QUIZ

- **Your dog rides in your truck more than your wife.**
- **You have ever had to wash off in the backyard with a garden hose before your wife would let you in the house.**
- **You've never thrown away a 5-gallon bucket.**
- **You can remember the fertilizer rate, seed population, herbicide rate and yields on a farm you rented 10 years ago, but cannot recall your wife's birthday.**
- **You have driven off the road while examining your neighbor's crops.**



Stanworth Crop Consultants, Inc



- **Service Orientation**
- **Small Local Market**
- **Ag- Environmental**
- **20-25,000 Samples/ year**

MANAGING STRESS

- 1. Turn Around Time**
- 2. Chemical inventory**
- 3. Good Organization Pays**
- 4. Good Client Communication**



Chemical Inventory One extra on Hand



Inventory Management



- 1. Time Lost due to Waiting for Reagents- Back Order**
- 2. Extra Fees- Rush Charges**
- 3. Vendor Limitation**
- 4. Bulk Order, Lower Cost**



Maintaining Good Clients

- **Fulfilling Expectation-Rejection**
- **Keeping the Clients you have**
- **Word of Mouth- Best Advertising**
- **Good Consistent Results Pay**





Proverbs 11:1
The Lord abhors dis-
honest scales. But
honest weights are
His Delight



Service Industry

- **Waitress Concept-G L P**
 - **Communicate problem to client**
 - **More Forgiving**
- **Extra-Day Promise**
 - **provides latitude for correcting problems**
 - **Early Results Make You look Good**

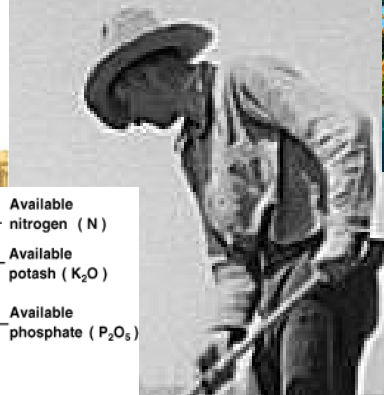


Fett Pest Control Co. Efficient - Professional - Ruthless

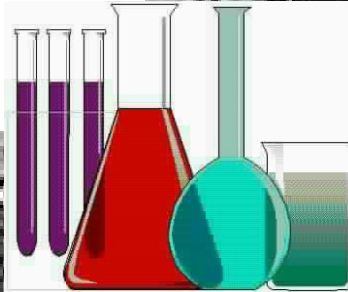
Take that, you little &%\$#@!

www.georgettesworld.com

TREASURY/CASHIER



- Available nitrogen (N)
- Available potash (K₂O)
- Available phosphate (P₂O₅)



Reputation

- **Excellent Quality**
- **If results are not reliable, why even test?**
- **Round Robin, Check Sample programs**
- **Certification Programs, bonus on performance**



Credibility

- **Certification Enhances, Raises your stature in Clients eyes**
 - **ALP, Collaborative Testing Services**
 - **NFTA**
 - **California Recognized**
 - **CCA**
 - **NAPT**
- **Confidence**
 - **Be a man of your word**
 - **Knowledge Base**
 - **Don't BS, follow up "later with answer"**
 - **Clients will test you**



Summary

- **Organization Pays, Reduces Stress, Increases Client Satisfaction**
- **Fulfill your promises, early if you can, communicate**
- **Remember your Clients state of mind, he has greater fish to fry**
- **Maintain/seek Certification, excellence**



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