

Chris's Corner: Play it straight

Play it straight. Deal with everyone in your business and personal life with honesty and integrity.

Too many times, many of us, most of us, find ourselves in a pickle and our first inclination is to try and wiggle our way out of it. But there is a huge difference between attempting to defend yourself or your business to explain and lying.

From the delivery stand point, I find lying problematic over and above the moral dimension, because your subconscious mind knows it is a lie. It knows it is lie and your mind has difficulty keeping your story straight because it is work of total fiction in the first place.

When you can't keep your story straight it changes and becomes inconsistent and the receiver won't have much difficulty in determining the lie. They might not know the truth, but they have found a lie and a liar.

All relationships are based on trust, pure and simple. Depending on the nature of the relationship, trust may not be that big of a deal if it is a one-time encounter or a one-time transaction. Live and learn; move on.

But if you are the business and are dealing in a shady manner with a first-time customer what are the chances you will get repeat business?

Or what if you find yourself in a sticky situation with a long-term repeat customer and instead of handling the situation in a straight forward manner you try to lie your way out of it? What if you get caught? How much future revenue have you lost? Furthermore, how much doubt have you cast in the mind of your customer as to how fairly and squarely you have been dealing with them over the past years? Is that a good decision?

I am not circling around to the customer is always right saying, but I believe you should always make the customer feel they're right, if you're smart. However, that is another topic.

What I am saying is if you or your business are wrong, take the hit. Make it right. Often times when you are totally honest and completely transparent about the circumstances of the situation it won't take as much or cost as much to make things right. Most people are reasonable when you are honest.

In today's world, with Google reviews, Angie's List and social media you already have to worry about unfounded or baseless attacks on you or your businesses reputation. So why would you intentionally risk your reputation by dealing with people or customers without integrity?

Play it straight. Take your lumps. Your lumps will help you learn from your mistakes. Lying is a chump's game.