



## **Setting the Right Expectations**

In the world of sales, setting the right expectations is key to building strong, lasting relationships with customers. It's about being clear, honest, and upfront about what can be delivered, when it can be delivered, and how much it's going to cost. The best sales reps know that managing expectations isn't just about closing deals—it's about ensuring long-term customer satisfaction and trust.

Whether you're selling a complex truss system at Kimal Lumber or a simple service, the same rules apply. Overpromising and underdelivering might land you the initial sale, but it will almost certainly lead to issues down the line. On the other hand, when you set realistic expectations, your customers know exactly what to expect, and when you meet or exceed those expectations, you become their go-to person.

Now, setting expectations isn't limited to the workplace—it's equally important at home. With football season just around the corner, I decided it was time to give my wife a heads-up. So, I drafted a two-week notice, playfully informing her that during football season, my availability for household duties might drop to an all-time low.

**Subject: Notice of Limited Availability During Football Season.**

*Dear Love,*

*As the football season approaches, I am writing to formally notify you of my upcoming shift in availability. Effective two weeks from today, I will be significantly less available for tasks such as yard work, dish duty, and general handyman services on weekends.*

*This change in availability is due to the anticipated increase in football-related activities, including, but not limited to, watching games, pre-game analysis, post-game breakdowns, and fantasy league management. Please note that this period of limited availability will last for the duration of the football season.*

*While I regret any inconvenience this may cause, I believe that by setting these expectations early, we can avoid any misunderstandings. I am happy to discuss any questions or concerns you might have over halftime or during commercial breaks.*

*Sincerely,*

*Your loving husband...*

The moral of the story? Whether you're dealing with customers or loved ones, setting the right expectations is a win-win strategy. When everyone knows what to expect, there's less room for disappointment and more space for mutual understanding—and maybe even a bit of humor. Just like in sales, when it comes to relationships, clear communication is the key to success. So, set those expectations and enjoy the game!

Clark Willis

Regional Sales Manager

Kimal Lumber