

April 24, 2015

Unique Situation: Responding To A Client

The Situation:

An enthusiastic personal chef sends a brochure via email as a Microsoft Word (MS Word) attachment.

The Question:

What's wrong with sending a brochure via email as a MS Word attachment?

The above was a situation or encounter as described by a third party. The Culinary Business Institute added a follow-up question for your consideration. Our response to this question is available in the Personal Chef 1-2-3 training program. For now, your exercise is to answer the question or provide a solution to the situation. In some instances you may not have every bit of information – which may affect your decision. If in doubt, plan for a worst-case scenario. Always consider that resources may not be available, time is working against you and that you need to find an answer that benefits all involved plus keeps the client happy. Sometimes there are more than one correct answer or approach.

