Name

Institution

Instructor

Date

Dear sir/madam

I am writing to you to inform you that the company is currently focusing so much on the clients at the expense of the employees. This is not to say that the clients should not be the first priority of the company. The company needs to create balance between how they treat the clients and the employees. Employees play an important role in the performance of a company and should always be the main center of focus for any company that wishes to grow. When the management puts so much resources on improving their relationship with clients at the expense of the clients, they risk losing the morale of their employees and this can easily have a negative effect on the performance of the firm. A good firm is one that has created a good balance between how they treat their clients and the employees.

In this company, employees have noted that the policy is always about the clients. They always to be part of the process but then this can only be possible if the management also motivates them. Since the employees are the ones that have physical contact with the clients, it is important to note that they can always improve the relationship that the company has with the clients when they are interacting with them. The process of improving client-company relationship should be based in the employees. They are the ones that can promote the company without having to spend a lot of resources as they try to win more clients. I believe that the policy should be changed to fit the needs of the employees so that the employees can represent the company in the best way. In line with this, I feel that the following strategies can be used to improve the relationship between the company and the employees.

**Improve the relationship between the management and the employees**

The manner in which employees relate with the management determines the manner in which they will also relate with the clients. When the management strives to create a good working environment, the employees also strive in to do their best in various departments that they work. This is a very good strategy that the management can use to avoid the cases of having to deal directly with the clients. The employees understand the clients better and should have the duty of ensuring that the clients love the work of the company. This way, they can even compete favorably with the other companies in the market. The process should slowly be decentralized in a way that the employees find it easy to deal with the clients. There are many companies that have used such a strategy to be able to make the best sales in the market.

**Control the manner in which employees relate with the clients**

Employees always have first-hand information when it comes to the market. They can always be trusted to bring back the best results to the company. Instead of working on how the company can deal directly with the clients, they should work on how to create a good environment between the clients and the employees of the company. It is the employees who should be given the mandate to create the environment that can sustain a good relationship between the company and the market. For people who have used this method, they have always reported positive feedback within a short duration. It is important to reconsider the strategy and even come up with a hybrid one that no only focuses on the clients but also puts focus on the employees as major stakeholders of the company.

References

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