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[https://www.100test.com/kao\\_ti2020/496/2021\\_2022\\_2006\\_E5\\_B9\\_B4\\_E4\\_B8\\_8B\\_c85\\_496703.htm](https://www.100test.com/kao_ti2020/496/2021_2022_2006_E5_B9_B4_E4_B8_8B_c85_496703.htm) Samples Customer Relations: how to maintain customer interest in a company ' s products As is know to all, it is very important for a company to maintain customer interest in their products. I think a company should try every possible way to retain its current customers. First, it should always make sure that it provides its customers with quality goods and after-sales service. Second, it should lay enough emphasis on the feedback from its current customers and take prompt action to take care of their needs and demands. Third, if possible it may provide some incentives to its old customers. For example, it can grant a certain discount to them if their purchases reach a certain amount. Apart from all these, a company should design strategies to attract new customers and create transactions with them, to expand their customer base, so to speak. These strategies include product diversification and upgrading. All in all, a company should try its utmost to keep its current customers satisfied with its products and services, and at the same time it should stay ahead of the market through product and pricing strategies.

How to fill a key vacancy In order to fill a key vacancy, a company will usually follow the same standard procedure. It will begin by producing an accurate job description of what it would like the successful candidate to do. From this, it can then produce a profile of this ideal candidate, which is a list of skills, experience, attributes and so on. Having produced

this profile, the company must then decide on the best recruitment method to capture a candidate with this profile. This might be an internal advertisement or an external advertisement in a newspaper, on the Internet say, even an agency or perhaps a headhunter. Having decided on the best recruitment method, the advertisements are then placed or the headhunter contacted and a list of candidates will be then drawn up to be put through the company ' s recruitment processes. This might be interviews, psychometric tests or even hand-writing analysis. This will then produce the ideal candidate for the company. The company will then have to negotiate terms with this candidate and, hopefully, this will result in terms which are both affordable for the company and attractive enough to get the candidate they want.

**Background Information**

**C areer Planning:** how to assess the career opportunities provided by different types of companies

**Career Planning:** Even after a job is offered and accepted, career decisions must be made. On-the-job experience may affect the desired path. Aspiring to achieve a position above the present position is natural. The planned career path to that position may involve either a series of promotions within the firm or switching to a different firm. While planning a career path is a useful motivator, the plans should be achievable. If everyone planned to be president of a company, most plans would not be achieved. This can cause frustration. A preferable career path would include short-term goals, since some ultimate goals may take twenty years or longer. The use of short-term goals can reinforce confidence as goals are achieved.

**Career Development:** the importance of acquiring a range of skills

throughout your career It is important a person to have a range of skills in the course of his career development. When he has a range of skills, he is obviously more competitive than those who don ' t and therefore has more chances of promotion. And it will be easier for him to find a job outside his company if he is not satisfied with his present job. In addition, a person with a range of skills is more likely to work his way up to the top of the corporate ladder.

Human Resources: how to provide effective support for new members of staff  
Training: The importance of a continuous programme of staff training within a company  
Staff Management: how to achieve and maintain high motivation among a workforce  
Motivating Employees: Employees tend to be more satisfied with their jobs if they are provided (1) compensation that is aligned with their performance, (2) job security, (3) a flexible work schedule, and (4) employee involvement programs. Firms should offer job security, compensation that is tied to employee performance, more flexible work schedules, and more employee involvement programs. To the extent that job satisfaction can motivate employees to improve their performance, firms may be able to a higher production level by providing greater job satisfaction.

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