



## CHECKING A VENDOR'S REFERENCES

When you select a vendor, a best practice is to check references. But how do we know they're any good? Just taking their word for it may get us more than we bargained for, so we ask for references. Whether they are a contractor, software company, office supply company, engineer, web designer, consultant or event planner, wouldn't it be great if we all had referrals from trusted friends, neighbors and co-workers to know that they will live up to our expectations? References help us to get that insight. But we have to ask the right questions of the references and listen very carefully between the lines.

### **Checking references helps us determine if a vendor is:**

- Honest and Trustworthy
- Reliable
- Appropriately priced
- Easy to work with
- Performs well
- Supportive

A reputable vendor will not bash other competitors or previous clients. They let all their good work and customer service speak for itself and won't waste your time pulling down others.

Be sure and ask the vendor for at least three business references.

### **Questions to consider when checking on references:**

- Tell me about your company and relationship to the vendor?
- What other vendors did you consider?
- Why did you choose this vendor?
- What products or services did you use?
- Did they deliver on time? Were you satisfied?
- Did the vendor fulfill promises?
- Would you use them again?