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# Candor Retains Firm Health

This specific graphic design business was only one of more than three dozen graphic design firms that were only just inquired about sending in a proposal for a considerable piece of work. And they had to finish their proposal in just two days. The very short time provided for the creation of the proposals almost necessarily meant that the final product would suffer in quality.

Thus, instead of trying to submit a concept in that short time, the business contacted their prospective customers and told them how it was a poor choice to rush things so much. Because of their honesty, the business ended up on the short list and earned their job. The design firm has been in operations for about 17 years, and in that time they have been able to remain a consistent design presence while at the same time growing a very exclusive client base. To learn even more about design check us out at [logo online](#).

Even more remarkable is the business's hyper thrifty design market, its creative styling techniques and methodological graphic services. A lot of credit goes to this company and its staff in being able to instill the sort of credibility and solidity that gives corporate clients a sense of ease in working with them.

They believe that the best selling tool is the jobs that they have done before. When you are doing business in a small community, your best advertising tool is the happiness of your previous clients. Your job is to deliver a high-quality product to your clients, but it is also to put your clients at ease, make them feel welcomed and establish a sense of security. The company prides itself in candor. Sometimes clients don't know what they need and will tell you that they need to have their logo re-designed, but if you feel that their logo is fine and can suggest other possible improvements, you have just shown that the success of their business is more important to you than charging them for a new logo.

People feel pulled to this firm as a result of its exactness and thorough problem solving. Rather than a specific graphic or art style, the very reason why customers go to them is their honesty and candor. If there is no possibility to attain the requested result, the firm will graciously decline the job offer. That's the difference between a service that costs you money, or that can be thought of as an investment. A desired result must be articulated. Visit [website designers India](#) to learn more about design.

For example, if a widget manufacturer came to them and said their goal is to increase the sales of their widgets. However, some people are so short-sighted they don't consider looking to see if anyone even wants widgets anymore. Just recently the company was given an award from an association of economic development agencies for some printed work on the economic development in their city. For the company, it was really nice to be recognized not by their own peers, but by city officials who really appreciated their hard work. If your client's colleagues can see what you are doing for their business it can be very rewarding.

The graphic company in the example above also has a unique attitude about the growth of their business. It may not be the most important aspect. Their ability to continue doing quality work is more important to them. Although, with that said, the graphic designer has said that it was three years ago when the business eliminated two of its seven workers. However, many people find themselves being replaced by powerful computers that can do pretty much everything they did faster, easier, and with less delay.

The owner states they're all feeling fairly confident and are looking forward to the next few years. Even while the market will pose its difficulties, the company has initiated and maintains healthy, permanent business relationships. The progress they've made has also been achieved through a professional association. As of today, this association boasts 100 associates, and now the graphic designers act like the specialists they are. Graphic design is all about creating a connection, and now design firms are taking that same principle and are applying it to how they do business, everyday!

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