10 Clues to Know When
It's Time to Fire Your Customer

This is an extra resource to go along with the original article:
[The SaaS Guide to Handling Rude Customers](#)

Is it time to fire your customer? Here are 10 ways to figure out when it's time to say sayonara:

1. They're verbally abusive to your team members.
2. They're never satisfied with anything that you do.
3. They aren't bringing in a lot of revenue.
4. They are draining your customer support resources with constant questions, complaints, and help requests.
5. They're not a good fit for the services that you provide.
6. They've violated a term or agreement in your contract.
7. Losing their business won't impact your success.
8. They're not good communicators.
9. They have unrealistic expectations of what your service can do.
10. They don't refer others to you.

When firing a customer, do the following:

- Show your appreciation for their business (i.e. "Thank you for trying us").
- Explain why you're parting ways but don't blame the customer.
- Apologize for not being the right solution for the customer.
- Offer suggestions for a SaaS that may be a better fit.
- Be firm with your decision to "fire" the customer. If you've decided to part ways, don't change your mind if they promise to change.