Course 6 – Case 2

In my opinion, there is nothing that can be done now, after the client has received the information during the consultation and finally decided for a cheaper option. Maybe if there was some kind of clause in the contract that stated that the diagnostic that the company provided is confidential and the client cannot share the information with other companies or institutes that constitute a direct competition to the company there could've been something to be done, perhaps taking legal action.

I think that the consultation itself should not be free of charge, there should be a fair price for it since the client is free to not buy the product afterward and the company cannot spend resources giving consultations and making no profit at all. Also, there should be some kind of contract between the parties before the consultation so that the client can't share the information with anyone else so that if he wants to buy the product or the service from another company, he'll have to get another consultation, so that a consultation cannot be valid from a company to another.