



Dear Danny Developer is written by Chuck Vigeant

Dear Danny Developer,

What is "SDK" and can it be easily explained in layman's terms to customers who ask?

Signed: Confused and New

Dear Confused and New:

"SDK" stands for "Software Development Kit". Intuit designed an SDK for professionals who were interested in developing programs that would integrate with QuickBooks and thus expand the functionality of the QuickBooks product, without harming the integrity of the company data.

The IDNAC site offers two free resources that you can download and share with your customers.

[What is the SDK?](#) - An Advisors "Interpretation" in English (.PDF format)

[QuickBooks SDK](#) - or - How to Make QuickBooks Do Things You Always Wanted It to Do (PowerPoint)

Happy Consulting! Danny

Dear Danny Developer,

Why is it that some Developers just can't seem to take "NO" for an answer?

I am an Advisor who was asked to do some research on a couple of competing integrated applications for a client. I contacted both developers in order to do the research, explaining up front that the client would be the one making the final decision.

**One of the developer's is still calling - would you believe 5 times in one day - and I'm sick of it!
What can I do?**

Signed: Fed Up with follow-ups

Dear Fed Up with follow-ups:

Some developers are too eager, and in some cases - as noted - do not follow common sense business protocol.

It is appropriate for a developer to ask when they would expect to hear from a prospective client before following up. It is not appropriate to badger a prospect. Again it is common sense. A developer runs the risk of alienating the prospect for any future business.

For your situation, I would recommend setting some boundaries. Tell them not to contact you with a certain period of time. If they have not heard from you within that time, tell them they may contact you then, and only then. If a decision has not been made, then put another timetable in front of them - or close out the case.

I would also iterate to them, that the constant "badgering" runs the risk of losing the sale.

Selling is about trust, establishing a workable relationship, and providing an appropriate solution - not to sell for the sake of selling.

Sincerely, Danny

This is a monthly feature of the IDNAC Newsletter. If you have questions that require immediate attention, join the IDNAC forums at <http://www.idnac.org/forums/>

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