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3 Steps To Keeping A Customer For Life

By Noel Peebles

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The relationship between a customer and your company is more complicated than it appears. It's not a simple matter of the customer handing over some money in return for a product or service. Certain conditions have to be met before the customer feels comfortable enough to make a buying decision.

Here are three steps your customers want you to get right, before they'll make up their mind to buy from your company.

1. Welcome them.

Make them feel wanted. People will gravitate like magnets to a company that makes them feel important and appreciated. There is a whole range of subtle signals that tell customers whether you're happy to see them. Your tone of voice, your facial expression, your posture, even the way you're dressed – all these things send powerful messages.

2. Understand them.

Show empathy. Don't just understand from the head; understand on a feeling level also. Look for clues in their tone of voice and body language. One customer may be afraid to ask a question because they don't want to appear ignorant? Well, your job is to give them the information in a non-threatening way.

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Another customer may use aggressive behaviour as a way of getting some attention? You should recognize this and massage their ego in a way that will calm them down and redirect their focus.

3. Make them feel special.

Everybody likes to feel special. The surest way to make a hit with customers is to give them the red carpet treatment. Make a fuss; pamper them and give them your undivided attention. Ask about their families, their hobbies, their interests. Treat them

as fascinating, unique individuals. Let them talk about themselves and their interests and you'll ensure their loyalty.

As you welcome customers, show understanding, and make them feel special from the moment they walk in the door, you'll be successful every time.

What you're doing is establishing an emotional bond with your company, and that can be incredibly powerful. Customers will even overlook some negatives, like higher prices, if they like the feeling of doing business with you.

On the other hand, a company that takes its customers for granted or treats them like account numbers won't generate any customer loyalty.

And when there's no loyalty, very soon there's no business.

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3 Steps To Keeping A Customer For Life

Noel Peebles has bought, developed and sold several of his own businesses, and has been involved with the purchase and sale of many others. He has fifteen years of 'hands on' experience, directing his own highly successful retail businesses, including franchise marketing and business development. He also has his own public self-storage complex. And, he's traveled extensively to over forty countries.

More Profits in Your Website Hosting Business

By Raynay Valles

If you run a website hosting business, you already know the challenges in the business. Thousands of competitors are just a click away, ready to undercut your price.

Potential customers see hosting as a commodity and shop by price. Several directories like Hostreview, Acehosts and Hostindex make it easy to comparison shop.

How can you get more profits from your business under these conditions?

FIRST, GET THE CUSTOMER

Calculate the lifetime value of your customer. For example, let's say the average customer stays with you for 15 months and pays 16.95 a month. That means their lifetime value to your company is \$254.25. So every customer you acquire makes your business (on average) \$254.25.

If a visitor comes to your website, then leaves to comparison shop, you have more than likely lost that sale. Have you invested in sales copy that compels your visitors to buy from you? Does your website help him to see that you are the best choice for his situation? Showcase your credibility, guarantee services and offer incentives to try your service. Make it easy to buy from you.

NEXT, KEEP THE CUSTOMER

Because each customer is hard-won and the value of the customer is so high, you'll want to make sure you have the support services that keep your customers happy.

Once a customer leaves you for another website host, he's gone forever. You probably already make customer service a priority, with email answered in a timely fashion and well-trained technical support. Go the extra mile. Don't wait for customers to contact you. Ask your customer how you're doing.

THEN, SELL MORE TO THE CUSTOMER

The customer has already bought from you. There is familiarity and trust. You can easily offer complimentary items to your current customer list.

The major concern of your customer is how to succeed online. It's easy to offer online marketing tools, ebooks and additional services. It can be as simple as joining an affiliate program for an item your customer may need, then making him aware of the item.

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Focus on these 3 areas, getting the customer, keeping the customer and selling more to him. You'll enjoy higher profits in your website hosting business.

Resource: Raynay Valles is a Marketing Specialist and author of Profitable Website Hosting. Find out how to get the report at

or email

More Profits in Your Website Hosting Business

Strategies for Creating a Niche Business

Learn To Dance The Salsa

Become a Customer Enthusiasm–Guru!

The Value of a Customer

The Ultimate Rose Garden– Neighbors envy, owners pride!

How to Gain and Retain More Customers

Instant Unzip Software

Disaster Preparedness and Crime Protection Manual

Affiliate Diamond



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