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## 5 Tips On Getting Your Customers To Love You

By Kimberly Dillon

Yesterday, I received a letter in the mail and it was not a bill or a fake advertising letter. It was a genuine letter with a label and a sticker and a handwritten address. I was a little surprised, as I have not received a written letter in years. As I opened it, I realized the name looked vaguely familiar, but I could not place it. As I scanned this beautifully written letter, I realize it was from a difficult customer who 2 months early was writing something of a different tone. The letter which was 2 pages, thanked me for resolving her problems so quickly and she went on ( and this is no joke) for about 2 pages on how in "love" she is with my product. So here are 5 tips on how to make your customers love you.

1. Be personal – Even if its a tiny thing like a handwritten signature or a phone call. So many big companies put customers thru call center hell or you get a 4 page cryptic survey. Talk to people like they are people and not problems.
2. Follow up – Its amazing how people forget to follow up. Follow up is crucial for several reasons 1. it shows that you are trying to resolve the issue 2. You can check for any new issues 3. People don't expect it.
3. Thank you – I recently came back from a trip to Costa Rica booked by a new travel agent. Before I left I received a card with a travel bottle of bug spray for my adventure. 3 weeks after I got back, I got a call asking about my trip and her services. Week 4 she asked for a photo to put on her website. That was a nice touch.
4. Make it right – When the problem really was your fault, you should acknowledged that. Do whatever it takes to make it right. Heck, make it better by giving them more than what was expected.
5. Keep them informed – You know that feeling when you have been put on hold for a few minutes and you cant hear any music. You start wondering am I still on hold? What is going on ? hello? HELLO? If you have ever felt that way you know its a dark dark place. Tell people what to expect from you.

A passionate believer that business and entrepreneurship should be fun and accessible.

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### **Customer Service Training Tips**

**By LeeAnna**

Good customer service is the best way to keep customers coming back to your business. Super stores that have hundreds of employees, these companies do not give their workers enough incentive to be customer friendly, and they don't seem to insist their employees use the customer training tips that are provided during their training. Businesses always supply new employees with their own customer service training tips in the beginning but they seem to forget them after being employed for awhile. Maybe stores and businesses should make their employees go through a refresher course and re-learn the customer service training tips that were given to them in the beginning. Training your employees in the art of customer service can be the least expensive improvement you can do. Make sure your employees have good people skills and that they enjoy working with people. One nasty person with a bad attitude can ruin a small business faster than a hold-up. Here are some customer service training tips that may help your employees.

Some customers are just plain difficult. They are always complaining, they are picky, know-it-alls, faultfinders, constant complainers, unreasonable, demanding. There's no way you can avoid them so you have to learn to deal with them. Angry people cannot rationalize because they are so wrapped up in the emotion of anger that anything you say gets filtered through their emotion. Rationalizing, problem solving, listening, and negotiating are all left-brain activities and your angry customer is stuck in the right side of the brain, and therefore cannot be expected to rationalize with you. Here are a few more customer service training tips.

Believe it or not the best way to diffuse a situation with an angry customer may be cleared up with two little words. "I'm sorry." Recent research shows that more than 50% of customers who have voiced a complaint never get an apology. It doesn't take a rocket scientist to realize that most people just want to be acknowledged, and when they get ignored and treated like they don't matter and their opinion means nothing. One of the better customer service training tips I found is saying "I'm sorry," can make all the difference in the world.

I don't believe in the saying the "customer is always right." No their not always right, and there are those that make themselves feel superior by belittling others. Being courteous to customers does not mean you have to accept abuse from them. Nobody deserves to be treated badly, but unfortunately there are those who go out of their way to do so. Saying things like, "Thank you for letting me know that you're unhappy with..." will usually calm even the meanest customers and the nicer you continue to be with them, the calmer they get, this is a very good customer service training tip. Try it a few times it really works. There's also another saying that goes: "You don't have to show up to every fight you're invited to."

Leeanna is an expert author who writes for customer service training tips

<http://www.customerservicetraining-tools.com>



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