

Are You Giving Your Customers Enough Reasons To Return To Your Business?

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Are You Giving Your Customers Enough Reasons To Return To Your Business?

By Karin Manning

Are You Giving Your Customers Enough Reasons To Return To Your Business?

by: **Karin Manning**

Good customer service just isn't enough anymore in the marketplace in which we live. Times are changing and business owners are learning that they need to create such an awesome customer loyalty program that they are always at the forefront of their customers' minds on a regular basis.

To compete in today's global marketplace you need to stand out from the crowd – be better than your competitors, be faster than your competitors and, more importantly –

BE MORE MEMORABLE THAN YOUR COMPETITORS!

Your success in business depends upon your ability to change.

Customers in 2003 are more demanding, more intelligent, and have more choices than ever before when it comes to where they spend their money and how often they spend it. Wouldn't you rather it was your business and not your competitor's?

You need to work smarter, not harder, and devote your time and energy on the things that count....

Building greater customer loyalty that will grow your business 24 hours a day, 7 days a week...even while you sleep.

Become important in your global marketplace and you will be rewarded by being at the forefront of your customers' minds and receiving endless referrals to your business.

Create a memorable experience in the minds of your prospects and customers and you will benefit for a lifetime.

Are You Giving Your Customers Enough Reasons To Return To Your Business?

If you want to make a second, third, fifth and twelfth sale you must create an incredible customer service experience that your customers will talk about forever.

The quality of your customer service will be remembered long after the price they paid is forgotten.

If you want to drastically increase your number of visitors to customers and your customers to ongoing repeat customers you need to make contact with them as often as possible.

Marketing gurus tell us that if you are not in touch with your customers every six weeks they're not really your customers, but people who your competitors are continually trying to lure away from you and your business.

WHOSE POCKETS DO YOU WANT YOUR CUSTOMERS TO FILL...YOURS OR YOUR COMPETITORS?

Create a point of difference that is so original that sets you apart from your competitors your customers wouldn't dream of doing business with anyone else.

If your customers don't see you as being different from your competition they will always make their buying decision based on price alone

Send The Right Message To Your Marketplace!

Follow up is one of the most critical elements of any business. It is vital to follow up at all times: your prospects, your customers, your affiliates.

Did you know on average it takes 7–12 follow ups for a person to buy from you so you **MUST** contact them regularly on an ongoing basis.

Look at these alarming statistics provided by the National Sales Association: 2% of sales are made on 1st contact. 3% of sales are made on 2nd contact. 5% of sales are made on 3rd contact. 10% of sales are made on 4th contact. **80% OF SALES ARE MADE ON 5TH–12TH CONTACT.**

The three areas of follow up are:

(1) PROSPECTS

Offer a free report, training course, ebook or newsletter so you can keep contact with those who don't buy on the first visit.

(2) CUSTOMERS

By keeping in constant touch with your customers you'll create so many happy and satisfied customers they will refer you to their friends. Happy customers are informed customers, less likely to ask for a refund and more likely to buy from you again.

Are You Giving Your Customers Enough Reasons To Return To Your Business?

(3) AFFILIATES

If you want income-producing affiliates you must give them the latest tips, techniques, training and motivation with constant follow up.

Once your business grows there's no way you can follow up with your prospects, customers and affiliates by hand so you MUST set up your automated system from the beginning or as soon as you can.

*****ONCE IT'S SET UP IT RUNS WITH NO FURTHER INPUT FROM YOU*****

Thankfully in recent times companies have become aware of how important client follow up is and they have created autoresponders (automatic messages/emails) for this purpose to put your business on autopilot.

TIP: Avoid using free autoresponders as they usually include advertising for other people's products (sidetracking people away from your offer and helping you to look unprofessional. Remember, in business how you are perceived by your customers means everything!)

Once your system is in place you fill it with the emails that will go out automatically once someone subscribes or is subscribed automatically!

SAMPLE FOR PROSPECTS:– Message (1) Free information you promised (immediate delivery) Message (2) More great information about the initial product (one day after message 1) Message (3) Mix in information about your product with free information (one day after message 2) Message (4) Start to sell your product while giving more information (one day after message 3) Message (5) More free information and how they will benefit from buying your product or service (one day after message 4).

SAMPLE FOR CUSTOMERS:– Message (1) Thank them for their order and let them know they can contact you if they need any help (immediate delivery) Message (2) Thank them again and give them a free bonus (one day after message 1) Message (3) Send a short note to say you are offering them another free bonus and ask how they are enjoying the product (seven days after message (2) Message (4) Send a short note saying you hope they are enjoying the product and that you thought they might be interested a complimentary product....(seven days to one month after message (1)

If you haven't got autoresponders in place it's not too late. Give your customers a reason to return to your business by keeping in contact with them and you'll be am*zed at the results you'll achieve. Have fun!

Copyright 2003. All Rights Reserved. Karin Manning. Karin is the publisher of Net Wealth, an interactive newsletter for advanced internet veterans, entrepreneurs and beginners alike. To start receiving your weekly marketing, motivational, customer service and money tips visit

and fill out the popup on entry with details of your ePackage & bonus

Are You Giving Your Customers Enough Reasons To Return To Your Business?

newsletter subscription & free gifts.

Customers Will Teach You!

By Al Hanzal

Customers Will Teach You! by Al Hanzal

Customers Will Teach You!

The fastest and safest way to improve your small business is to create a business niche for yourself. Create a niche, promote your expertise, customers come knocking at your door and you make more profits.

If you will let them, your customers will teach you where to take your business. The strength of your small businesses is your ability to learn from your customers. You have constant contact with your customers. They will teach you how to make more profits in your business. They will show you where to create your business niche.

This 15 minute exercise uses five of your favorite customers. To complete the exercise, think about and remember the names of five favorite customers. Remember the buying process they had with you. Take a moment to write down their names.

Below is a list of reasons why customers buy products and services. For each of your five customers indicate what reason, (they may have two reasons), why the customers purchased from you.

Reasons Customers Buy from You

- They bought because of my credibility
- They bought because of my guarantee
- They bought because of my solution to their problem
- They bought because of immediate gratification
- They bought because of the neatness of my business
- They bought because of my price
- They bought because of my convenience
- They bought because of my professionalism and expertise
- They bought because of other's opinion of my business
- They bought because of my customer service
- They bought because of my quality
- They bought because of my innovations
- They bought because of their great shopping experience
- They bought because of my brand name
- They bought because you made it easy to shop
- They bought because of my reputation

Market what's working!

As you look at the reasons you checked, what pattern emerges? What are the reoccurring reasons customers are buying from you? If these are the reasons why five of your favorite customers are buying from you, how can you promote these same reasons in your business, your marketing and your advertising?

The process is simple. (If you want to be more sophisticated, complete the same exercise using a

Are You Giving Your Customers Enough Reasons To Return To Your Business?

larger number of your paying customers). You are taking what is successful and reproducing it, enhancing it, in other areas of your business. You take what's working with your favorite customers and broaden its scope to other parts of your business. This will help increase your profits. This is also the foundation for creating a business niche.

In this simple exercise, you let your customers teach you how to make more profits. They are also showing the direction in which to create your business niche.

If you want to learn more about the niche building process, you will want to read my free report, "Niche Building: More Profits with Less Effort". This report shows you how niche building can increase your profits with fewer efforts. It's free! Just click "reply" to this email or send me an email at Al@hanzal.com and on the subject line, put "Free Niche Building Report". I will send you the free report.

Next month, we will explore other aspects of business niche building.

Copyright Al Hanzal, 2004. All Rights Reserved

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares

Are You Giving Your Customers Enough Reasons To Return To Your Business?



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!