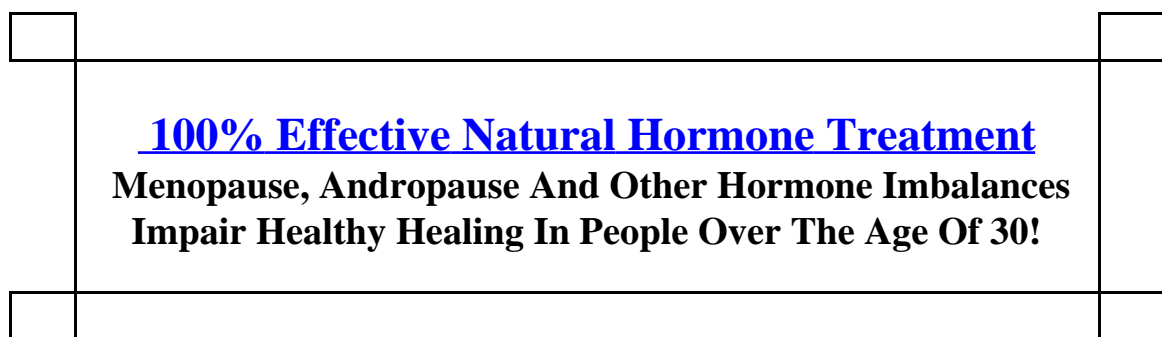


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Cement Stronger Customer Relationships By Following The Confirmation Letter ABC's

By Paula Morrow

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As more entrepreneurs enter into online commerce, many make a common mistake: they get so involved with the technology that they forget that there's a live person on the other side of the computer screen. They forget that they're dealing with PEOPLE.

As a result, the Internet has begun to get a reputation for being cold...lacking in the personal touch. And it's this personal touch that forges a strong customer bond. Ignore this and you may find your customers drifting over to your competition.

You must give them a reason to stay loyal!

Did you know that sixty-eight (68) percent of customers who quit buying from a company do so because they feel that the company doesn't care about them? Just their wallets?

And never assume that since you don't hear any complaints that all is well. Of the above mentioned sixty-eight percent, 96% will not let you know how they're feeling...they'll just disappear.

And though they wouldn't tell you, rest assured that they'll probably tell their friends – statistically, one person usually shares a bad experience with nine other people. And 13% will even take this one step further – spreading the bad experience to 20 or more.

Can you see, by not reinforcing customer satisfaction and loyalty, that this could become a costly business mistake?

Savvy marketers make sure to establish this human connection early...one of the easiest (though often overlooked) tools to launch a strong relationship is a well-executed order confirmation message.

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A well-planned confirmation message is often the first contact a merchant makes with a customer after the initial sales letter. It doesn't have to be elaborate...just make sure you're not missing the basics.

For instance, does your message hit the following ABC's?

A – (A)cknowledge Their Positive Action.

By instantly reinforcing their wise decision to purchase your product, you may be able to head off a number of cases of 'buyers remorse,' thus cutting down on refunds.

With ezine signups, by sending a confirmation message, you're reminding a prospect that they'd requested the information. Often subscribers forget that they've signed up. Or, someone may have signed them up without their knowledge or approval – a confirmation message notifies them of the action.

Some ezine publishers are using their confirmation message to set up a double opt-in, requiring a new subscriber to physically respond that they wanted the subscription. Done by requiring a return email or click through, this has become an effective way to offset spam complaints and unauthorized sign-ups.

B – (B)enefits They'll Receive From Their Purchase or Free Subscription

After a transaction, the confirmation letter should reiterate the benefits of signing up or purchasing a service or product. Reinforce this positive action by reminding a customer of the value they will be receiving (this also underscores their perception of you as a quality merchant).

C – (C)larifying Terms Of Product Delivery

If the product is digital, and will be delivered sequentially (like an ezine or mini-course) the confirmation letter will remind the customer or prospect how often to expect an installment (daily, weekly, bi-weekly, monthly, quarterly). A gentle reminder makes for good customer relations, and, again, cuts down on potential accusations of spamming.

If the product is available immediately, the confirmation should reconfirm that it is digital, available through instant download, and then give clear instructions on the steps involved. Not everyone is a download veteran; you can't assume that they'll know what to do. Head off any potential frustration with step-by-step instructions. To those that need this extra help, you'll be an instant hero.

By keeping it personal, anticipating requests and questions, and by extending professional courtesy, you will be on the right track to forging a strong online relationship with your customers — ultimately leading to a smoother and more profitable online experience for everyone involved.

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Paula Morrow heads <http://www.idealmarketingcorp.com> She specializes in public relations, information marketing and creating cashflow systems. Her newsletter, IDEALProfits, is now read in 12 countries. Subscribe and receive 5 BONUS ebooks! <http://www.idealmarketingcorp.com/subscribe.html>

Paula Morrow is webmaster of <http://www.idealmarketingcorp.com> and has extensive marketing experience earned from 20 years in the public relations, entertainment and advertising worlds. Now applying this experience to the Internet, she enjoys creating cash-generating systems and coaching new marketers on innovative ways to promote their businesses both online and off.

Cement Mixer

By John Francis

History of Cement and Cement Mixers

Cement mixers are a way of carrying and mixing cement while you are working to repair a foundation, sidewalk, or building a mold. Cement is mostly known to be made out of asphalt, which stands for secure in the ancient Greek language.

Cement is a mixture of several different types of materials. This includes sand, limestone and asphalt. Asphalt and cement were found to be used beginning in 625 BC in Babylon as well as in Greece. The idea of this secure foundation was lost for centuries, and began to be experimented with beginning in the 1500's. After much exploration, European's found that this type of material was being used in Venezuela. They took the idea and began to use cement for re-caulking ships.

Road building using cement became popular in America in the middle of the 1800's. This was part of the revolution that began with the industrial age. Cement was first taken from natural resources, such as the lakes that were in Trinidad. However, by the beginning of the 1900's, the mixture for roads and pavement began to be a mixture of several different types of rocks.

Cement mixers first became popular in the 1920's, when automobiles started to become popular. Mixers were first seen as trays that were heated over coal fires. Aggregate was dried in this tray, than asphalt would be poured on top of it. This mix was then stirred by hand. Drums were soon after invented to be used, and soon wheels were added in order to make it easier for the building of roadways and sidewalks. These were known as floating screeds and were popular until the 1960s.

By the 1970s, these types of construction were becoming a concern with the environment. This caused even better technology to be produced in relation to cement mixers. The mixtures that are being used now have an increased improvement with mixture, allowing for less noise, skid resistance, and weather resistance.

Because of the ability to use the cement mixer in relation to the types of roads and sidewalks that are being built, it is allowing for greater roadways and sidewalks. It has also caused the major modes of transportation to be supported by this type of rock. More than ninety-four percent of the ground that is used for transportation is made out of cement. The cement mixer plays an important role in making sure that this secure surface is made.

Everything you need to know about cement concrete mixers.



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