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**Creating False Expectations For Clients**

By Annas Agency®

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By far every agency on the internet claims to be the one which does the most to find the ideal partner for men. Of course, not every website is dishonest, but by far and large the majority are merely stating what the client wants to hear. Every man reading this article will agree when I say that it is virtually impossible to know who is truthful. Agencies claim they are presenting "marriage minded women" who are keen to marry foreign men. This creates the impression that most women in Russia will eagerly marry a man just because he is foreign and available. These same websites will further go on to assure the man that the woman is not marrying him for his money or a better life.

I recommend that a client always look at the advice these same agencies are giving their women. If an agency's women's site is presenting an image of wealth, splendour, luxury homes in Paris, Los Angeles and New York, ocean views and luxury shopping - Can that agency really be preparing the man and women for a happy marriage. The women are being told that she should marry a foreign man because of money and an easy lifestyle. The women are being encouraged to join solely because of the image and feel of the agency's women's website. This will create a false expectation in the woman's mind.

The man on the other hand is expecting a lady who is interested in himself as a person and not the size of his bank account. This difference in expectations can lead to serious problems later in the relationship. Each partner will expect different things. The women will expect a life of opulence and luxury. The man will expect a relationship based love and respect. Problems will occur and they will recur.

It is important that any relationship be based on an honest understanding of what the other person needs and wants. Of course numerous agencies claim to have thousands of successful marriages as testimony to their intentions.

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It is wrong for an agency to do this. When you meet your lady, spend some time to find out the kind of advice she has received from the agency. A good agency realises that a successful marriage comes not just from giving the man great service, it comes from also treating your future wife with respect and care. There is no excuse for not making the time to guide someone through this life changing event. By speaking to each partner regularly the agency can guide each person and make sure there are no disasters down the line. Do not go through all the trouble of creating a life for two, unless you know this is what you both want.

Agencies do not tell you that for every Russian woman who travels to the US in fiancé visa's approximately 2 returns for a variety of reasons. Do not let your relationship join this statistic. Take the time to find an agency that will put you first. Find an agency that will treat you as a friend and not as a client.

Always remember that happiness is a journey and not a destination. By partnering with the right agency you can make this journey begin right now.

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Annas Agency® is the leading and most respected Russian Marriage Agency. Annas Agency® is the first Russian Marriage Agency to be managed by a team of professional business experts. The owner is married to a Russian woman and is a respected business strategist. Successful efforts to regulate the industry led to the agency being case-studied by an A-rated US business school and led to an elite law enforcement agency forging a relationship with the marriage agency to fight corruption. Anna's Agency® owns the Miss Russia World® Contest. Please go to

for more

information or write to

### **Make An Action Plan To Improve Customer Service**

**By Kevin Dervin**

#### Make An Action Plan To Improve Customer Service

Customer Service is a critical factor for keeping your clients coming back and ensuring they'll refer you to others. Growing your business will be a difficult task at best if you don't perform, meet and exceed your client's expectations, and provide service that creates customers for life.

Customer service is all about the customer's perception. You have to do more than just get the job done. You must deliver on all the things (big and small) that affect the relationship with your client. Consider opportunities for improvement in the following areas.

1. Setting/Reviewing Expectations. Do you work with your client to set clear, appropriate, realistic

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expectations that you can always meet or exceed? Are you clear about the responsibilities (both yours' and the client's), timelines, and expectations of results? Are you then willing to go back and review these expectations with the client at key points along the way?

2. Communication. Do you have mechanisms in place to ensure you're communicating with clients at every stage of the engagement, from the sales process through to completion of the project? Being clear about where you're at, what's been completed, what's coming up next, who's responsible, what results you can expect, etc.? Has the client ever had to ask you for these things?

3. Organization. Are you organized? Punctual? Reliable? When you show up to work with your clients, have you done the work and are you prepared to make them feel comfortable and taken care of? Even though you've done it hundreds, maybe thousands of times before, do you take the time to organize and prepare to make it the best client experience possible?

4. Committing to the Little Things. Don't ever dismiss the power of all the little things. Together they can make all the difference and really separate you from the competition. Returning calls and emails in a timely manner. Providing useful information to folks on a regular basis. Showing appreciation for your clients through things like thank you notes, exclusive client-only briefings, and open house, etc.

Clearly these are not the only relevant areas for creating great customer service. I'm sure you can think of more. But, pick just one of these areas and create an action plan to improve it in your business today. Make a commitment to continuously improve the level of service you're providing and see how it pays off. When you've done it, pick another area and work on it.

(c) – Kevin Dervin, KPD Marketing

Kevin is focused on helping businesses that are ready to grow, but struggle with how to consistently attract more clients. Visit

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information you can use to grow your business. Find Kevin's Kansas City based KPD Marketing practice at

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