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

**Customer Disservice**

**By Bob Osgoodby**

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I recently had a problem, and called my ISP (who shall remain unnamed) for help. I could not dialup to the ISP and get connected. I let this ride for a day, in the event they were having a problem, but the next day when I still couldn't get connected, I gave them a call.

After listening to their computerized message, which told me everything except how to brush my teeth, I finally selected the appropriate option. I was given the approximate hold time, (which I appreciated) put them on the speaker phone and went about other things I was doing.

After 5 minutes or so, I was connected to a customer service rep, explained the problem and was put through a series of things to try, which I did. None of them worked. I was told the software had become corrupted, and I would have to reinstall the software from my Windows CD. I explained that I could dialup to other services and the problem was only with their service. No matter I was told, I would have to reinstall the software. I couldn't immediately put my hands on the Windows 98 installation CD, so he told me to call back when I did.

Unable to find it, I called my daughter and she had a copy. I picked it up the next day and called back. I asked for the customer service rep I had talked to, and was told he wasn't in the office I was connected to. Seems he was housed in Tennessee and now I was talking with someone in California. I told this rep I was instructed to call back for instructions on how to reinstall the software. This one told me to turn off my computer

and then restart it. When it still didn't work, he told me he couldn't do anything. Now this guy barely spoke English. Not satisfied with his answer, I asked to speak to a supervisor who told me the problem would be referred to their research department and someone would call me back within 48 hours.

Two days came and went with no call back, and I figured #1 and #2 didn't really know what they were doing so I tried again. This time I got a very pleasant person (#3) who took the time to listen to my problem, and she solved it "lickety split". She not only solved the problem, but displayed a real caring attitude which the previous two did not.

Now, it seems that many companies staff their customer care department with warm bodies, give them a trouble shooting book (you can hear them turning the pages) and then try to get rid of you as quickly as possible so they can handle their next call.

This never ceases to amaze me. They spend millions on advertising their service, send out trial CD's by the train load, and then staff their primary customer contact, with incompetents or people that don't give a fig about problems their customers are having. It seems that they really don't care if they lose a customer.

If you are in business, either you must be a #3 or have one working for you. Never forget – the sales department gets customers, the customer disservice department loses them.

Bob publishes the free weekly "Your Business" Newsletter Visit his Web Site at <http://adv-marketing.com/business> to subscribe and place a Free Ad for your business.

### **Network Marketing – Its All About Customers**

**By Priya Shah**

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Leadership, Visualization, Goal-setting, blah, blah...

All network marketers have heard that jargon at one time or another. But you know what? It's just that – Jargon.

## Customer Disservice

When you share with your team, the lessons you have learnt while building your business – that's Leadership.

When you imagine that new car or house on the beach, that you're going to buy next year with the income from your business – now that's Visualization.

And when you plan exactly how you're going to go about getting that new car or house – well, that's Goal-setting.

It's that simple...

And yet people complicate it so much that they write entire books, and have entire courses to teach you these "skills."

But they're missing the whole point, really. Because network marketing is really about customers.

Think about it.

Why do companies get into network marketing? DUH. To sell products, of course!

And why do they choose to sell their products through network marketing?

Because network marketing is really the most efficient way of selling products.

After all it's all about people selling (or recommending) products they USE to their own network of friends and acquaintances. To people who TRUST them.

So if you want to serve your customers better through your network marketing business, here are a few things to ask yourself.

1. Are you in the service business or recruitment business?

If you are in the business of helping people – whether to become healthier, or financially independent –

you should consider yourself as providing a service. And a service runs on customers.

Sure, there are plenty of people out there who want to start a home business or join a business opportunity.

But if you focus on the opportunity, you'll be competing with a whole lot of other, more established networking companies, for a new prospect's time and money.

Instead, if you focus on your products (and I'm assuming they are unique, excellent products that meet a real need), you'll have very little competition.

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Besides, it's so much easier to sell a product than to sell a dream.

### 2. Is your product right for them?

I've seen people recommending their products to customers as a "miracle" solution to all their problems. This is not only misleading, but is bound to backfire.

Ask yourself – are there other options for my customers? Are there cheaper, perhaps more effective options, that can help them?

Perhaps they can't afford your product right now. Or perhaps there are other, albeit less effective options, that might meet their immediate needs better.

Almost everyone needs to get healthier, or richer. But how they choose to achieve their goals should be their choice, not yours.

Certainly, give your customers all the information they need about your products. It's not your duty to suggest alternatives.

But sometimes the best way you can serve them is by letting them know that they are free to explore their options and get back to you when they've decided that your product meets their needs best.

You'll not only have a grateful customer, but also build trust and goodwill. Your customer will think of you as someone to depend on, and come back to you when they need advice.

Yes, you might lose a customer, but you'll have gained a friend.

### 3. Do they really need the business opportunity?

Once you get a new customer, do you instantly start shoving the business opportunity down their throat? If so, you're doing them a disservice.

Yes, do show your customer how they can reduce (or even completely recover) their costs by becoming a distributor and recommending the products to their friends.

Offer them what they want – a cheaper way to purchase your products.

But also accept that some of them may just want to keep buying products without ever building a business.

And appreciate them for contributing to your paycheck.

Ultimately all business is about building trust. So the next time you process an order or answer a query, focus on building a relationship, rather than a business.

If you're a friend to your customer and do what's right for them, you can be secure in the knowledge that what goes around will definitely come around.

Priya Shah is the Editor of "Be a Whiz at eBiz!" a free-wheeling newsletter on internet marketing and home business <http://ebizwhiz-publishing.com> She also publishes "The Glutathione Report," a newsletter featuring regular updates on the health benefits of glutathione. <http://www.glutathione-report.com>



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