

Hold onto what you've got

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**Hold onto what you've got**

**By Alan Fairweather**

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You probably spend a great deal of your time looking for new customers or clients. However, are you sure your doing enough to hold onto the ones you've got. One of the least costly ways to grow your business is to get customers to come back and buy more of your product or service.

How many customers have you lost this month? I'm sure it's not something you want to think about too much, however it's inevitable that you'll lose customers and clients for a whole range of reasons many of which are out with your control.

I read a survey some years ago that suggested customers leave a business for four basic reasons:  
14% leave because they're dissatisfied with the quality of the product or service,  
9% leave because of price, 5% leave for other reasons and a whacking great 72% leave because of "supplier indifference".

Too many suppliers give customers the impression that they don't care about repeat business. I've stayed in hotels, dealt with banks and building societies and dealt with suppliers who didn't seem to care whether I came back or not.

We need to continually let our customers know we care about them. We need to keep in touch, write to them, send them information and occasionally 'phone them. When they contact

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us we need to make sure we sound warm and friendly, pleased to hear from them, efficient and maybe even look and sound like we're fun to do business with.

It's not a lot different from our personal relationships. If we don't keep telling the people close to us how much we care and keep writing and 'phoning, then we shouldn't be too surprised if they leave us one day.

Use logic and emotion to keep your customers. Give them the best products and service and give great value for money. However, always remember, your competitors will be doing

much the same thing. The difference will be determined by how you communicate with your customers on an emotional level, either face to face, on the 'phone, by letter or email.

I bought a new car from a local dealer a few years ago. I've never heard from them since. A dealer for the same brand of car fifty miles away writes regularly with details of special offers. They send a regular news letter and the occasional very courteous 'phone call. I'm going to change my car soon, guess who'll be getting the sale?

Discover how you can generate more business without having to cold call! Alan Fairweather is the author of "How to get More Sales without Selling" This book is packed with practical things that you can do to - get customers to come to you . Click here  
now <http://www.howtogetmoresales.com/Without%20Selling.htm>

### **Now You Can Play Texas Hold 'em At An Online Casino**

**By Kevin Rose**

Looking to play an action-packed game of Texas Hold Em anytime day or night? Keep your car in the garage and hop on the Internet for a quick trip to an online casino.

Texas Hold Em is sweeping the world and you can find thousands of games going on at nearly any online casino. Playing Texas Hold Em online is actually better than playing at a physical casino. Not only do you avoid the expense of travelling to a casino, but you avoid the crowds, the distractions, and the cigarette smoke in your eyes from the player sitting next to you.

But that's all you'll avoid because playing Texas Hold Em at an online casino comes with all of the thrills and some pretty big pots.

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Not only can you find an open seat anytime that you want one, but many of the top online casinos sponsor Texas Hold Em tournaments where the prize money can get pretty big.

The rules for playing Texas Hold Em online are pretty much the same as they are in physical casinos, but you should always check for casino-specific variations just to be safe.

If you are not an experienced Texas Hold Em player, you can get wiped out pretty quickly if you're seated at an online casino table with the "big boys". That's why many online casinos offer \$.50-\$1.00 Low Limit Texas Hold Em online poker games. With stakes that low you can afford to make mistakes while you hone your strategy without losing a bundle.

Once your skill levels improve you can move on to \$10 limit games where you'll be matched against more skilled players but you won't have to be worried about being clobbered by the high rollers who are playing online No-Limit Texas Hold Em.

Just because your bankroll isn't as big as you wish it was, you can still take advantage on the online casino Texas Hold Em tournament action by looking for \$10 Limit Sit-n-Go Tournaments which are limited to 10 players at a time.

Once you are confident of your abilities to play Texas Hold Em at the smaller online casino games, you can try your luck sitting down to play at the No Limit Texas Hold Em table with a buy-in as low as \$50. And when you really reach the top you can even play at multiple Texas Hold Em tables at the same time. That's something that you can only do at an online casino!

With many online casinos offering first-time Texas Hold Em players financial incentives like new player bonus dollars and match-play credits, it just makes sense to treat yourself to an online game of Texas Hold Em instead of packing up the family and heading out to some resort casino where you'll spend hundreds of dollars just on room and meals. Texas Hold Em and online casinos --- it's a sure thing.

Kevin Rose is an author and consultant for *The 10 Best Online Casinos*

, and has many years of experience in online gambling.

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