

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**How To Get Valuable Feedback From Your Customers**

**By Adrian Kennelly**

**How To Get Valuable Feedback From Your Customers by Adrian Kennelly**

You can learn many things you didn't know about your business by getting valuable feedback from your customers.

Your customers may buy your main product just to get the free gifts. Your visitors may think it's too hard to navigate through your web site.

By knowing this type of important information you can improve your web site, products/services, advertising, and marketing. Below are nine techniques you can use to get valuable feedback from your customers.

–Use surveys and questionnaires regularly to improve your business. Publish them on your web site, e-zine, print newsletter, direct mail material, include them with product shipments or inside product packages. Post them on appropriate online message boards, e-mail discussion lists and newsgroups on the internet.

–Create an online community for your customers. Include a chat room, message board, e-mail discussion list on your site for customers to participate in. You can regularly moderate these communities to see what your customers are saying about your business.

–Give away your products to a group of your customers. Ask them to use and review the product. Ask them to fill out an evaluation form and send it back. Some customers may fill them out, some may not, but the feedback you do get will be valuable.

–Offer your web site visitors an online product or service from your web site at no cost. It could be an ebook, search engine submission, consulting via e-mail, web design, etc. In return, ask them to fill out a short survey about your web site, products or services you're selling, customer service, or your web

## How To Get Valuable Feedback From Your Customers

site.

–Create a customer focus group. Invite ten to twenty of your most loyal customers to meet regularly. They will give you ideas and input on how to improve your customer service. You could pay them, take them out to dinner or give them free products.

–Stay in contact with customers on a regular basis. Offer them a free e–zine subscription. Ask customers if they want to be updated by e–mail when you make changes to your Web site. After every sale, follow–up with the customer to see if they are satisfied with their purchase.

–Make it easy for your customers to contact you. Offer as many contact methods as possible. Allow customers to contact you by e–mail. Hyperlink your e–mail address so customers won't have to type it. Offer toll free numbers for phone and fax contacts. This will make it easy for your customers to voice their opinions.

–You could regularly contact customers on birthdays or holidays. Send thank you gifts to lifetime customers. E–mail them online greeting cards on holidays or birthdays. Call them personally to wish them a happy holiday. You could follow–up with a survey or ask them if they're happy with your business.

–Invite your customers to company meetings, luncheons, workshops or seminars. Create special events for your customers like parties, barbecue's, dances etc. Make a point for yourself and your employees to interact with them at these event to get valuable feedback for your business.

You could use a couple or all of the techniques listed above to get valuable customer feedback. These aren't the only ways, be creative and come up with some of your own.

– Free content for your website

### **The Secret To Achieving 100% Feedback On Ebay**

**By Jules Boven**

Have you ever noticed how rare it is for high volume ebay sellers to have 100% feedback. It's not like they deliberately scam 1 or 2 % of there 2000 plus customers. They've streamlined the auction process, reduced the risk of faulty products and goods arriving damaged etc.

So why are they still left with angry customers. The truth is some people are just jerks. They will bid on an item and then when you expect them to pay for it they will abuse you.

Sometimes they will be angry if the product doesn't arrive, even though you did everything you could

## How To Get Valuable Feedback From Your Customers

and it was completely out of your control.

Dealing with these people is an everyday occurrence for ebay powersellers. But there are ways to minimize their effect on your feedback.

In the initial email say something like "sometimes products will get lost in the post. If it hasn't turned up within 10 days email me and I will replace it". This will warm the customer up to the idea that well, s\*\*\* happens and there's no point getting abusive.

If the customer backs out of the sale, leave positive feedback. They will appreciate this and give you great feedback, and will be more open toward buying from you in the future.

If the customer doesn't respond to your emails, don't leave negative feedback, leave none. You've already lost the sale so nothing can be gained by you getting abusive.

It's a very rare seller who is able to bite their tongue, but the rewards far out way the small satisfaction of giving them a piece of your mind. Potential buyers can be convinced not to buy from you as a result of the small minority of past unsatisfied customers. Remember the customer isn't always right but you must act as if they are.

Jules Boven is a professional auction seller and CEO of

, an online

resource connecting retailers to wholesalers.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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