

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!**

**Love Your Irate Customers**

**By Armand Melanson**

**Love Your Irate Customers by Armand Melanson**

Love Your Irate Customers  
Copyright 2002 lessworkmoremoney.com  
By Armand Melanson

Everybody hates the nit-picky customer who is never pleased. When an irate customer emails or comes in to tell you how bad your service or products are, you want to let them have it right between the eyes right?

We'll don't do it. Love your irate customers. They're one of the best things that can happen to your business because they tell you exactly what 100 other customers are thinking but haven't said.

For every complaint you get, many more people likely felt the same but didn't say anything about it. So when a complainer makes their views known, perk up your ears. They are about to do you a big favor.

Even if you think the complaint is unjustified or outrageous, don't react. Listen. Ask questions. Find out as much as possible about what was unsatisfactory about your product/service. Take the comments of every dissatisfied customer with the utmost seriousness & concern.

Of course, there are limits to what anyone should take: abusive hreatening language or behavior should not be tolerated. But 99% of complaints don't come in that form.

## Love Your Irate Customers

Most customer complaints give you the very feedback you need to make your business better. When dealt with properly, complaints generate enhancements of your products & services. Furthermore, a well handled complaint will often turn the complainant into an ally.

Let me illustrate. I often use popups to ask visitors why they didn't buy at my website. Here's the response I got from one guy ( we'll call him John Doe ):

"Too many gimmicks on the net. I didn't even bother to read. Plus I make it a habit to not buy from ANY site that uses

popups. I believe in MY CHOICE of what I click on and choose to browse! Plus you don't even know how to make popups come to the front of the screen. They remain hidden behind until you start to shut down. Get a new profession."

John Doe

My 1st instinct was to tell John Doe to get bent. But I didn't. I instead sent him an article on how popups can generate significant revenue for a website. I also sent him some info on the benefits of my e-marketing "how to" product.

Remember this guy had just been to my site & was not only not interested in buying, but he went out of his way to tell me that I was an idiot (in so many words). Here's his next email:

"Armand, as you know, I was the jerk that wrote you a note telling you that I did not buy from sites that used pop-ups. Whoops!!!! After your personal email back to me with all the information as to why I should, and also your convincing money back guarantee, you had convinced me I had nothing to loose! I bought. Then paypal didn't get my order to you correctly, and 24 hours later, I fired off another email, which again, got me a personal reply.

Well, to make a long story short, I've learned more in one evening with your material, found more suppliers that interested me, and am convinced that anyone would nuts not to buy your information. I too have been searching the internet for about three years, and am convinced that if I can't make my share of the bucks with this info, it can't be done. Thanks for the personal attention to all my needs!"

John Doe

So from an initially negative situation, I got 2 positive outcomes:

- 1) I made a sale
- 2) I got a killer testimonial for my website

So when your customers (potential customers) start heaving the lemons your way, send them back glasses of fresh lemonade. It may do more good than you think...

## **5 Simple Tips For Dealing With Nasty Customers**

**By Jason Tarasi**

If you've been in business very long, you've likely heard it all! You know, the irate customer who is going to sue you over the nineteen dollar product that they claim is bogus; the one that's going to "shut your business down" because they conjure up in their minds that you might have breeched your privacy policy, or the one that takes complete advantage of your money-back guaranty. My favorite has to be the one that calls and screams vulgarities into the phone for apparently no reason.

It doesn't happen often, but if you're going to be in business, you will run across some nut cases from time to time. Some can be diffused, some can't. That's just the way things go in business.

There are some simple techniques for dealing with irate customers without burning yourself an ulcer over them and without telling them you hope they get cancer and die!

Here are some tips you may find useful...

### **1. Don't take it personal**

There is one thing that almost all nasty customers have in common. They try to attack you on a personal level. Name calling is not unusual. When you take it personal, you are likely to get into a yelling match with the customer which resolves nothing and only stands to make things worse. Try to diffuse the situation - kill the anger with kindness so to speak. If that doesn't work, ask them to contact you again once they have calmed down and are willing to speak reasonably. Refuse to speak with a customer in an irate state. You don't have to put up with abuse ever.

### **2. Don't overdo the "customer is always right" concept**

In customer service training you will always hear that the customer is always right. While that is true to some extent, sometimes they are just flat wrong. You should always try to accommodate a customer within reason, but do not allow that concept to go too far.

### 3. Realize it isn't always your problem

Sometimes people just have a bad day and are looking for someone to take it out on. A hateful, ugly customer is often one of these people. If you listen to their ranting and raving, then respond kindly telling them you understand their frustration and you want to work with them to come to a resolution, you will often diffuse the anger and uncover the rational human being beneath it.

### 4. Don't fall for fear invoking bluffs

In customer service some business people tend to do anything to avoid the potential harm of a threat even if it means losing money or giving in to irrational demands. When you are threatened, consider the validity of the threat. Do you really think someone is going to pay thousands of dollars in attorney fees to sue you over a low dollar transaction? Likely not. Again, do what you can to accommodate within reason but don't give in to unsubstantiated threats.

### 5. Be prepared to decide whether or not a customer relationship is worth salvaging

You've heard it said that one happy customer tells one person about your business while an unhappy customer will tell 10 or more. Undoubtedly, word of mouth can be the best or the worst exposure for your business. This is the very basis of the "the customer is always right" concept. Of course it is best to salvage a customer relationship if you can, but again, do so within reason.

Jason Tarasi publishes the reciprocal links newsletter "Elite Links" Learn HOW thousands of other Elite Links members generate FREE traffic and increase their search engine rankings by swapping links. Grab your free lifetime subscription now at:



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!**