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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!

Three Easy Ways to Keep Customers

By Lisa Lake

Three Easy Ways to Keep Customers by Lisa Lake

It is far more easy, and less expensive, to keep customers than to try and get new ones. So even though your company relies on adding to its customer base, don't make the mistake of only investing in new customers! Here are some strategies that will help you retain your customers and will even get them to purchase more of your company's products and services.

Make it easy for customers to give you feedback. Probably one of the most profitable activities you can engage in is to hear your customer's complaints and other comments. Provide customer support as quickly as possible. If you are unable to fix a problem right away, assure the customer that you are working on it and promise to provide regular progress reports. Make sure you keep your promise!

It is beneficial to learn how to comfort angry customers. Allow the customer to vent. Assure them that you understand his or her feelings. Find out exactly what they want and suggest a solution or see what he or she would consider to be fair. Follow-up with the customer to ensure that they are satisfied. Keep in mind that it's the customers who have had problems who become the most loyal when their problems are handled effectively.

Reduce the hassle of refunds and warranties. Make it as easy as possible for customers to reach you when they have an issue with your product. You might have 24-hour voice mail or email access. Then have a representative call them first thing in the morning. You can also reduce frustration by having clear refund and warranty policies.

Three Easy Ways to Keep Customers

If you lose a customer, consider it an opportunity! Consider why they stopped doing business with you and what you can do to ensure that the same situation doesn't happen again. Customer feedback is one of the best ways to help you improve your company's products and services.

Lisa Lake is manager and editor of DrNunley's <http://www.CheapWriting.com>. Get FREE marketing articles and advice, plus slashed prices on press releases, articles, salescopy, classified ads, and more.

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7 Quick and Easy Ways To Multiply Your Sales

By Mohamed Rabea

There are always some great, fast and easy ways to multiply your sales without paying more for extra advertisements.

There are a lot of simple and effective ways that you can implement instantly to multiply your sales.

Here are 7 quick and easy ways for you to multiply your sales immediately.

1- After you sell your product, send your customers a freebie and include an ad on it. It could be a T-shirt, Mug, bumper stickers with your ad printed on it. This will let other people see your ads and order from you.

2- When you ship out your product, include a coupon for other products you sell. This is a good way to attract them to buy more products from you.

3- You could cross promote your product with other businesses' products in a package deal. You can include an ad or flyer for other products you sell and have other businesses selling for you.

4- Sell the reprint/reproduction rights to your products. You could include an ad on or with the product for other products you sell. You could make sales for the reproduction rights and sales on the back end product.

5- When you sell your products allow your customers to join your affiliate program. So they will make commissions selling your own products. This way your sales will multiply.

6- Tell your customers if they refer few other customers to your website they will receive a full rebate of their purchase price. This way you will turn one sale to few more sales.

7- After you make your first sale, follow-up with your customers. It could be a "thank you" email and include your ad to other related products you sell. Also you can follow-up again every few weeks.

Three Easy Ways to Keep Customers

Once you implement those techniques you will notice a great jump in your sales. Also remember to use those ideas whenever you create or sell new products.

Mohamed Rabea is the owner of the Internet's most popular home based business and marketing websites, available from

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7 Quick and Easy Ways To Multiply Your Sales

What Market Research Will Tell You

It's All About The Customers, Baby

Ten Ways To Improve Your Customer Service

Ten Ways to Manage a Rapidly Growing Business

147 Killer Epublishing Strategies

Money Saving ideas

Success Secrets

101 tips to stay fit and live longer.

62 Ways To Beat The Gas Pump Monster



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