

Who is your 'Best Customer'?

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Who is your 'Best Customer'?

By A.T.Rendon

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Your best customer is the one you listen to.

The Internet is changing the face of doing business here in North America and around the world.

We are witness to the emerging Global Marketplace which is being driven by a 'Customer Economy'.

What does that mean?

Simply, that the time for the customer to rule has arrived. No revolution has occurred, no blood has been spilt, and the only ones that will get hurt are the companies that do not put their customer first in their business models.

You will attract and keep customers if you:

1. View your business as a personal interaction between it and your customer.

The overall feeling your customer or visitor to your web site has will make or break you. It is important to think in terms of customer satisfaction, growth of the number of your customers, retaining the customers you have already, increasing the amount each customer spends and finding out why your customers leave.

2. The customer is always right, even when they are wrong.

Who is your 'Best Customer'?

It is all about making your customer happy. The 21st century customer is now in control of their own destiny and they will dictate what they want from a business and how they get it.

The whole Napster incident, <http://www.napster.com/> is a case in point. The music industry took Napster to court and won. But the issues involved went far beyond that of copyright infringement.

Copyrights are important. If it were my creation, I would want to be compensated for it's use.

But customers at Napster were saying other things that it would do well for the music industry to learn.

The popularity of Napster shows that people are not too happy about spending \$20 for a music CD. There must be a 'Price revolution' in the music industry.

It was VERY evident that people were EXCITED about compiling CD's with their own personal favorites. The music industry would score big to allow the consumer to create their own music and pay a reasonable fee.

Napster members were so motivated about this single aspect of the music experience, that it could prove to be a valuable source of revenue for the music industry.

The point is the 'Customer' is speaking to the Music Industry. If they listen and put the wants and desires of their customers first, they will increase sales at a greater percentage rate then ever before.

3. Your 'Customer List' will determine the value of your company.

The relationship between your company and your customer counts. All the way to the bank. Your past, present and future customer relationships will determine just how valuable your 'Customer List' will be for you.

It will determine the value of your business.

Make Sure You Get The Customer Perspective

Who is your 'Best Customer'?

By Erwin Steneker

Businesses that fail, often forget to seek out the customer perspective. I have talked to some folks at businesses that were less than successful, and when asked if they actively seek out customer comments, the answer invariably is no. Why don't they do that? Why not get the customer perspective?

Oftentimes, the company is overconfident, and thinks they know what customers want. This myth, because that's what it is, can be upheld as long as the customer is not involved. However, the customer has a strong vote in the buying process, and in the end it will become crystal clear how the customer feels! At that point, of course, it's too late to do anything about it.

Another reason for not asking the customer is fear. From the customer perspective you might not be doing so well as you thought you were. For insecure persons that may come as a blow! In order to protect themselves, some folks just don't want to hear it and simply don't ask. On the other hand, they could be missing out on a whole lot of uplifting comments.

Get real! Would you rather get the customer's votes in your wallet, or in your mailbox?

The sooner you know how the customer feels about your business, the sooner you can start to correct any shortcomings that may emerge. But you have to act. There is no use in hiding the remarks you don't like. This doesn't change the reality. Put your customer in the centre of your business and let the rest follow in tune.

This can only improve your bottom line.

Erwin Steneker is a senior support consultant with over 13 years of experience in both sales and IT support. Check out his website at

Make Sure You Get The Customer Perspective
Handling Customer Complaints
Get Your Customers to Say "YES"
More Profits in Your Website Hosting Business
The Value of a Customer

How to Gain and Retain More Customers
About Niches
Instant Split Commissions
Affiliate Diamond
Dead Link Bloodhound

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