

Complaints: Keys To Your Success

By Jerry Robertson

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No matter how well you run your business, you will get complaints. First of all, do not take complaints personally. You need to listen to the complaint and take action to resolve it. How you handle your complaints can make or break your business. For example, a customer complains that your product was not worth the price. Apologize to the customer and give them a prompt refund. If you follow the motto: that the customer is always right, you will be all right.

After resolving the complaint, a few days later send out an email thanking the customer for bringing a problem to your attention. Send the customer a free report and you may be amazed with the results. At the very least, the customer will not complain to anyone else and they may even purchase something in the future. The customer may tell others about your great service.

There are a few exceptions to the rules. Maybe 1% of your complaints are totally unfounded and you have to take the appropriate action.

A customer could have a valid point that helps you strengthen a weakness in your business. Customer service may be one of the least exciting things, but long-term your business depends on it. In this day of age, customer service is forgotten. The best benefit is that it costs you nothing but a little time for great service and your sales will really benefit from it.

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