

Are You Giving Your Customers Enough Reasons To Return?

By Karin Manning

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Are You Giving Your Customers Enough Reasons To Return
To Your Business?

Good customer service just isn't enough anymore in the marketplace in which we live. Times are changing and business owners are learning that they need to create such an awesome customer loyalty program that they are always at the forefront of their customers' minds on a regular basis.

To compete in today's global marketplace you need to stand out from the crowd - be better than your competitors, be faster than your competitors and, more importantly -

BE MORE MEMORABLE THAN YOUR COMPETITORS!

Your success in business depends upon your ability to change.

Customers in 2003 are more demanding, more intelligent, and have more choices than ever before when it comes to where they spend their money and how often they spend it. Wouldn't you rather it was your business and not your competitor's?

You need to work smarter, not harder, and devote your time and energy on the things that count....

Building greater customer loyalty that will grow your business 24 hours a day, 7 days a week...even while you sleep.

Become important in your global marketplace and you will be rewarded by being at the forefront of your customers' minds and receiving endless referrals to your business.

Create a memorable experience in the minds of your prospects and customers and you will benefit for a lifetime.

If you want to make a second, third, fifth and twelfth sale you must create an incredible customer service experience that your customers will talk about forever.

The quality of your customer service will be remembered long after the price they paid is forgotten.

If you want to drastically increase your number of visitors to customers and your customers to

ongoing repeat customers you need to make contact with them as often as possible.

Marketing gurus tell us that if you are not in touch with your customers every six weeks they're not really your customers, but people who your competitors are continually trying to lure away from you and your business.

WHOSE POCKETS DO YOU WANT YOUR CUSTOMERS TO FILL...YOURS OR YOUR COMPETITORS?

Create a point of difference that is so original that sets you apart from your competitors your customers wouldn't dream of doing business with anyone else.

If your customers don't see you as being different from your competition they will always make their buying decision based on price alone

Send The Right Message To Your Marketplace!

Follow up is one of the most critical elements of any business. It is vital to follow up at all times: your prospects, your customers, your affiliates.

Did you know on average it takes 7-12 follow ups for a person to buy from you so you **MUST** contact them regularly on an ongoing basis.

Look at these alarming statistics provided by the National Sales Association:

- * 2% of sales are made on 1st contact.
- * 3% of sales are made on 2nd contact.
- * 5% of sales are made on 3rd contact.
- * 10% of sales are made on 4th contact.
- * **80% OF SALES ARE MADE ON 5TH-12TH CONTACT.**

The three areas of follow up are:

(1) PROSPECTS

Offer a free report, training course, ebook or newsletter so you can keep contact with those who don't buy on the first visit.

(2) CUSTOMERS

By keeping in constant touch with your customers you'll create so many happy and satisfied customers they will refer you to their friends. Happy customers are informed customers, less likely to ask for a refund and more likely to buy from you again.

(3) AFFILIATES

If you want income-producing affiliates you must give them the latest tips, techniques, training and motivation with constant follow up.

Once your business grows there's no way you can follow up with your prospects, customers and affiliates by hand so you **MUST** set up your automated system from the beginning or as soon as you can.

*****ONCE IT'S SET UP IT RUNS WITH NO FURTHER INPUT FROM YOU*****

Thankfully in recent times companies have become aware of how important client follow up is and they have created autoresponders (automatic messages/emails) for this purpose to put your business on autopilot.

TIP: Avoid using free autoresponders as they usually include advertising for other people's products (sidetracking people away from your offer and helping you to look unprofessional. Remember, in business how you are perceived by your customers means everything!)

Once your system is in place you fill it with the emails that will go out automatically once someone subscribes or is subscribed automatically!

SAMPLE FOR PROSPECTS:-

Message (1) Free information you promised (immediate delivery)

Message (2) More great information about the initial product (one day after message 1)

Message (3) Mix in information about your product with free information (one day after message 2)

Message (4) Start to sell your product while giving more information (one day after message 3)

Message (5) More free information and how they will benefit from buying your product or service (one day after message 4).

SAMPLE FOR CUSTOMERS:-

Message (1) Thank them for their order and let them know they can contact you if they need any help (immediate delivery)

Message (2) Thank them again and give them a free bonus (one day after message 1)

Message (3) Send a short note to say you are offering them another free bonus and ask how they are enjoying the product (seven days after message (2)

Message (4) Send a short note saying you hope they are enjoying the product and that you thought they might be interested a complimentary product....(seven days to one month after message (1)

If you haven't got autoresponders in place it's not too late. Give your customers a reason to return to your business by keeping in contact with them and you'll be am*zed at the results you'll achieve. Have fun!

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