

Building Relationships....Priceless!

By Livvie Matthews

Building Relationships....Priceless!

Livvie Matthews
bizybodies@earthlink.net

BizyBodies.com <http://www.bizybodies.com>

There are many things you can and will do along the way to building your business, but few things will have the impact on your business as that of building your relationships.

Some think because you don't "see" your viewers - customers, you don't have to "interact". In fact most of your business is conducted using web sites, e-mail and autoresponders. Nothing could be further from the truth.

Web sites, e-mail and autoresponders are the reasons you must build relationships! Think about it. Don't you absolutely hate answering machines or voice mail when calling a business? There is no contact.

For example, how many times when you are "on hold" or "pressing 1,2 or 3" have you thought, If I could just speak to someone or what happened to actually speaking to a real person?

You want contact and contact builds relationships and relationships build customer loyalty. Offer good customer service and great products. Make it easy to do business with you. Satisfied customers will refer their friends and associates to businesses that have provided them with great service!

Build trust. Let your customers get to know you and you get to know your customers. Ask them what they want to see, what they would like added, what could you do to improve your service or what would be of benefit to your customer. Find out what you could do or offer differently.

The critical part of building relationships begins after you have made the sale. The "quality" of service you

provide during and after the sale is what builds loyalty and lifetime relationships with your customers. Service produces returning customers, the lifeline of your business.

How would your customers rate the "quality" of your service? Make no mistake about it, it is the customer who determines the "quality" of your service.

No matter how good your product is, your customer will rate the quality of your service based on....How you treated them, how you handled their order, how you resolved their problem, and what benefits they received or will receive as a result of doing business with you.

Testimonials are another way to relay your products benefits and to build relationships. Ask for testimonials when you fill their order. What made them purchase your product? What did they think about it? How was their service? Find out their likes and dislikes.

Make "ear" contact with your customers by developing the art of listening. Listen to what is not being said in addition to what is being said. The purpose of listening is to gain new insight and information.

Send or include a survey-testimony e-mail with every order you fill. This will make it easy for your customer to give you their testimonial. Very often, the information you receive back will show the direction for your next product.

E-mail to your Internet business is what the telephone is to the traditional business, it is the heartbeat. Answer all your inquiries quickly and efficiently, usually within 24 hours.

Be personable. Your "voice" on your web site and in your e-mail represents your personality and the personality of your business... friendly, enthusiastic and confident or...distant, mechanical and cold.

Providing outstanding services builds your reputation and establishes you as reliable and trustworthy, the ingredients needed to build relationships!

So remember, Web Site hosting may be \$29.95, and your Internet Server...\$21.95, but....

Building Relationships...Priceless!

Livvie Matthews helps individuals and businesses turn their knowledge into great-selling tips booklets.

and to promote their business. Her products and services include a how to e-book for creating booklets.

<http://www.bizybodies.com/goldminemanual.html>

contact Livvie <mailto:bizybodies@earthlink.net>

Stop sitting on YOUR gold mine...

<http://www.bizybodies.com/goldminemanual.html>

Subscribe <mailto:bizybodies2-subscribe@yahoogroups.com>

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)