

Marketing With Email and Phone Call Replies

By Ruth Duda

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Ruth Duda
rduda@erols.com

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How important is your reply service? Well, you should return every email or phone call, as if they were each bringing you good news.

Nowadays, getting a human being to answer a telephone or an email is considered a great accomplishment. We used to say that opportunity came knocking but now it beeps, rings, makes a buz, vibrates or plays music! Automatic email replies also can be very annoying. Remember, nothing can fully replace your personal reply.

We usually take replies any way they come to us. We should always do something with every reply we get. The first priority is to always respond. Don't sit on phone or email messages. The best marketers in the business return all calls and emails within hours. They return beeper pages with an appropriate phone or email response. Many salespeople tell their customers that they are available 24/7, around the clock. Seven days a week, especially in the case of dire emergencies, they make themselves available. This is a great selling benefit that only happens occasionally. Smart sellers know that doing this, helps them gain business and it may never inconvenience them.

When the email or phone call is from someone you really don't want to reply to, be professional and reply anyway. Get it over with immediately. It's possible that you can even get a positive response. It's true that good and bad news can travel fast by the same methods, but the percentages could be in your favor. Most of what will come your way, will be positive and should mean future income

for you. Even though we never know what befalls us, we should find out as soon as possible. Hesitation only breeds anxiety. We all sell service. Every reply we make is a demonstration of that great service that we brag about.

How's your service? Is it lacking in reply power? Anticipate good news and you just might beat the bad news percentage odds.

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