

Have You Forgotten Customer Service!

By Vern Anderson

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Have you ever gone to a web site and the sales letter was so great that you thought I need to purchase this product as it will help in my marketing plan?

You purchase the product, and after you download it you find problems getting it to perform like the sales letter said it would.

So back to the web site you go to ask for a refund, and guess what, there is absolutely nothing on the web site giving any information about who the seller is.

No name, no address, no phone number and no email address.

Guess what, you have just been scammed. I have had this happen more than once in my six years of marketing.

After having this happen a few times, we get wise to the tricks that go on here on the internet.

If I am looking to purchase anything on the internet now, the first thing I look for on arriving at a web site is, do they think enough of their product to give their name address etc.

If I cannot find that I move on no matter how good of a sales letter they have. You should remember this if you would like to build your reputation on the internet.

If a person hides behind their web page in my opinion they are hiding something and I click away. I am sure there are a lot of people who feel the same.

The customer is always right, is still true today as it has always been.

Make sure to list all your info on all your web pages. The customer will think of you as a professional not a scam artist.

I think we sometimes get so tied up in our marketing that we sometimes take for granted that if we put up a page and promote, that we will make sales.

Don't ever forget what you felt the times you were scammed, and I think most of us have had that happen.

My motto is and always will be to treat others as I like to be treated. If they purchase from me they are not only my customer I hope they are also my friend.

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