

Irate Customers Are Not Our Enemies!

By Vern Anderson

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Marketing News Newsletter <http://www.marketingnewsnewsletter.com>

If you receive a flaming email from an irate customer, do not reply with your own flaming email.

This is the very worst thing you can do to your Internet selling.

It seems to be our nature that when someone sends us a flaming email it gets our shorts in a wad and we want to fire our flaming email back to them.

I remember a time when I purchased an expensive training course. Upon receiving it, I noticed that I had seen this same thing on the Internet for free.

I sent an email to this person asking for a refund as I had read all this information on the Internet and it was all free.

I received an email reply, and this person really took offense at what I said. I had not sent a flaming email, just asked for a refund.

Well to make a long story short, it took 3 days before I got my refund, and the emails were flying back and forth.

This person made remarks about my grammar as well as making fun of my email program. Do you think I would ever purchase from this person again? Not a chance.

I had an experience where a person made a

purchase from my web site and then sent me a flaming email that it was too expensive.

I sent this person an email saying I was sorry they were not happy with their purchase and that I would refund their money and they could keep their purchase.

That made this person very happy, I received an apology for their first email and they have since made other purchases from me.

Remember this if you get an irate customer and you can come out on top. I know this to be a fact, been there done that.

May God go with you.

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