



# Touching Base

A monthly newsletter to help you keep  
in touch with your customers!

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## Sales

### Sow Your Seeds NOW!

For the next 6 weeks many of your customers will be thinking of end of year responsibilities at work and the upcoming holidays with their families. Does that mean that you should cut back on your sales calls? On the contrary. . . there are 2 reasons that you need to get out there:

1. Your customer might just have a last minute order that he or she needs to place before the end of the year.
2. This is a perfect time to plant seeds for next year.

Believe it or not, many departments lose any excess money from their budget if it is not used. So there just may be an order sitting on your client's desk that they need to get in right away.

Plus, this is a great time to stop by and thank your customers for their business. And you really don't need to bring a gift. Candies and cookies are nice but a sincere "thanks" and a handshake mean just as much. (Plus you will be helping the whole office to stay on their diets if you don't bestow them with sweets.)

Another great idea to plant seeds is to give something of value to your customer's business like a possible lead on new business or if your customer is doing inventory or doing a large mailing, offer to help for an hour or so. Whether they take you up on it or not, they will always remember you and how much you care.

Sow your seeds now so that you can reap the rewards of happy, loyal customers in 2010!

## Service



### Give Thanks!

Happy Thanksgiving! This is the time of year when we all gather with our family and friends and count our blessings. Why not share the sentiment with your customers too by sending out "Thank You" notes!

If you have never done this before, then start now and continue the practice all year. There is nothing like a handwritten "Thank you" note to make a customer feel that you value them. Plus it is another way to reach out and touch them to build your relationship with them.

Now, it is not necessary to send out a "Thank You" note to every customer that ever spends a dime with you or for every order that a customer places with you. But it is good practice to send out legitimate "Thank You" notes, with an envelope and stamp, to those customers who either spend over a certain amount per order or place a certain amount of orders in a month.

Include your business card or a magnetic business card inside the "Thank You" note to help your customers to keep you on the top of their pile of contacts.

## Something Extra

### 3 Customer Service Myths!

1. **MYTH: THE CUSTOMER COMES FIRST** – This is a statement that is only true if you have zero employees. The truth is that your employees **MUST** come first. Without happy employees who feel that you value them, you will have a hard time taking care of your customers because your turnover will be high and you will constantly be training new people. When your employees feel valued and important to your business, your turnover will go down and you will stop losing your most talented people, which reduces your hiring/training costs and increases your customers loyalty!
 

So the next time that you hear yourself say, "I can't find good employees," take a good look at how well you are treating your employees. If you treat your employees well, I guarantee that you will find great employees right under your nose!
2. **MYTH: A SATISFIED CUSTOMER ALWAYS COMES BACK** – All customers expect to be satisfied. Satisfaction is not a good measuring tool for your customer service. Satisfied is average, like a C grade, boring. A satisfied customer might come back but it will be easy for your competition to lure them away. Exceeding a customer's expectations creates a happy, loyal customer who **WILL** come back! Don't aspire to mediocrity! Be exceptional, surprise your customers and they will come back over and over!
3. **MYTH: DECISION POWER BELONGS AT THE TOP** – Do you have a set of rules that you expect your front line people to follow? Are your employee's hands tied when it comes to negotiating with customers? Do they have to run all deals through you? If so, you are micromanaging and holding your company back. If you don't trust your employees, then you are either not hiring the right people or you have a trust issue. If you want your people to show initiative and think outside of the box, then you need to give them the power to negotiate, to make decisions and even to fail! Don't lord over them; teach them to stand on their own two feet with confidence. You will create a strong team that will help your company grow!

So remember to treat your employees like the gold that they are and make them feel that they are valued, teach them to exceed your customers expectations and give them the power to make decisions and you will be surprised at the reduction in your turnover, your employees will be happy and they will treat your customers well! Now that is a recipe for success!

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