



YOUR MOST POWERFUL MARKETING TOOL

By Mike Shubic – Your Marketing Coach

Word of mouth advertising! You've heard of it, you know what it is, but how do you achieve it?

First, a dose of reality. Do you know that if someone has a bad experience with your company, 7 out of 10 times they'll tell someone and it will have a negative effect on your business? If someone has an average or mediocre experience with your business they usually don't tell anyone. But, if they have an above-average experience they'll tell 3 out of 10. As you can see, if you consistently deliver poor service you'll have to find more than twice as many people saying good things about you just to stay even, and that's no way to grow a business.

When people say positive things about you and your business, you develop credibility with your prospective customers; this will pay dividends that are incalculable.

Most businesses set out with good intentions of offering good customer service, but all too often they fail because they don't understand their customers, nor do they know how to develop rapport. Offering good customer service is not easy, nor is it free, but it will make for a sustainable, profitable business and should be part of any marketing plan.

Here are a few tips on how to develop rapport with your customers...

- Offer something unexpected to all new customers, like a free dessert or maybe a future discount coupon as a thank-you for trying your establishment.

- If you have the ability to collect data on your customers, use it! For example, send out a handwritten birthday card or a thank you card for their patronage. Never send out a generic holiday card without something handwritten and personalized.

- Never make your customers wait, but if you have too, make sure to acknowledge them!
- Be conscious of the expectations you set with your customers. When you say you're going to do something, do it. If you tell customers you're going to call them by the end of the day, do it. If you mess up, apologize.
- If you appreciate your customers, you'll have customers for life, just ask the folks at Nordstrom, Trader Joe's and In & Out Burger. In comparison to their competitors, you'll notice that they spend much less in advertising dollars and much more on customer service.

If you'd like more information on how to develop rapport with your customers, contact Mike at www.ShubicMarketing.com.