

How To Create Customers For Life

Businesses grow on purpose lot luck or by chance. In order to maximize your profits you need to implement the principle that I will share with you. If you are already doing this think of ways that you can take it to another level. There is always room for improvement. Please let me explain.

We all know customers are the life bread of any business. However, the typical approach is actually annoying to most customers. From the time the prospective customer makes contact with the sales agent he bombarded by sales messages. Our product can do this and that. The prospect actually feels like you piece of meat. He feels uncomfortable and even if he purchases the product he often is filled with buyer remorse. This customer is unlikely to give you repeat business.

This approach does not work in the long run. So what you made your qouta or you grew your business. You may experience a short term gain, but you will ultimately lose in the long run. In order to preserve long term growth there must be a shift in how you interact with your customers.

There is one principle that cuts across all cultural and socioeconomic backgrounds. That is we are are all taught that it is not right to receive without giving back. We even have nasty names for people who do just that. No matter where you live on this planet this principle is at work. Let's take a closer look.

Have you ever received a solicitation to donate to Non Profit Organization in the mail? If so you may find this interesting. According to the Disabled American Veterans organization if they send a regular mailer soliciting donations they have about a 18% donation rate. However, if they include a gift (individualized address labels), the success rate nearly doubles. By giving a unsolicited gift people feel obligated to give back.

To get the maximum mileage out of this principle you need to ask yourself different questions. Before you approach your prospect decide what you can give them? What would make them feel special? It doesn't have to be expensive, just thoughtful. It's the simple things that help create that feeling of indebtedness.

So please don't make the mistake of trying to get something from your prospective customers before you give to them. For example, if you are in the mortgage industry why not create a free report detailing the 5 biggest mistakes to avoid while getting a mortgage. If it is well written and honest people will value the content. They will automatically hold you in higher regard and will be more likely to seek you out. This refreshing approach will serve to differentiate you from your competition. They'll be wondering why customers rave about you and your products or services.

Making this small shift in your approach can drastically improve your business. Bringing you all the accolades and recognition you are desiring.

About the Author

Mark Hall utilized his internet marketing skills to get his website ranked in the Top 10 in Google. View his [vemma](#) or [Toksee](#) site to check out his case study video. Get a totally unique version of this article from our [article submission service](#)

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