

Are You Showing Gratitude to Your Customers?

It is Thanksgiving and what are you doing?

Do you look upon it as a time of giving thanks?

Do you take time show your gratitude to family and friends?

As business owners did you think it is necessary for us to take time to practice thanksgiving?

Who should we be expressing your appreciation and gratitude?

What about showing gratitude to customers?

As network marketers do you feel we must also include those associates or partner we bring to our business?

Should we remember, without our customers, business partners or distributors, your business would not exist?

This is a call to keep the giving thanks (gratitude) is on your mind, think of ways to include tactics in your strategy that will show customers that you are always grateful for them.

1. AM I PROVIDING LEGENDARY CUSTOMER SERVICE?

Customers will feel that they are important to you if they are able to reach you easily whenever they have a concern or problem. To ensure this, you need to set up customer service to meet customers where they are and respond in a timely manner whenever someone reaches out to you.

One way to do this is to make sure your customers know how to use your company's website and service number. Show where to find the answer the most common questions and queries you receive. Most importantly make sure you let your customers you are ready to help.

Another way to improve customer service is using social media to keep in touch. Most platforms have a chat section even voices messaging where they leave question or comments, and most can do it directly from their phone.

How to be Providers of Legendary Customer Service

1. Exceed expectations – search for ways to delight customers with each daily service encounter.
2. Achieve service levels that are better and different than the competition – provide new ideas so to innovate and distinguish your service from others.
3. “Wow!” the customer consistently – go the extra mile because they want to.

With the results Customers Will

4. Become promoters. The positive emotions customers receive when engaging with you will make them want to spread the news.
5. Share word of mouth advertising. People talk positively and the word spreads beyond a market and industry.
6. Keep coming back. Who would not want to buy again?
7. Generate viral media attention. As the positive buzz spreads, the media from many sources begins to report the good news.

2. AM I BEING HONEST ABOUT MY OFFERINGS AND WHAT I CAN DELIVER?

Of course, you want to market your offerings as the best option out there. The reality is that they are only the top choice for some people — your target audience. Being upfront about what customers can expect will ensure that you reach the right users, reducing wasted resources. Furthermore, by avoiding disappointments, you can develop the image that your brand is trustworthy.

Find out what the customer expects. Talk to them, but most importantly, ask open-ended questions during your earliest conversations and listen to understand customer perception.

The key to managing expectations with a new customer or client is to be thorough and honest before purchase. Think “full disclosure,” keeping in mind that what is important to them may not be important to you.

Communicate well and often with the client or customer.

3. AM I CONTINUALLY COMING UP WITH NEW IDEAS?

Never stop innovating. This applies to the release of new products, finding different ways to offer your services, and to your marketing strategy. Your brand should always feel fresh and interesting to customers. Coming up with new ideas will show that, rather than simply maintaining your business, you are committed to meeting customers’ needs.

4. AM I SAYING THANK YOU ON SOCIAL?

Think about running a campaign across social platforms to explicitly thank your customers. Use a distinct post for every platform to prevent followers from seeing the same message in multiple places. This will also allow you to create content that is most fitting for the platform.

To ensure your posts stand out from all other Thanksgiving wishes, avoid generic messages. Talk about why you are thankful for customers specifically and include an element of branding in your content.

5. AM I OFFERING GUARANTEES?

Guarantees are an excellent way to ensure customer satisfaction, often at a low cost to you. They are particularly useful for new customers who are still unsure as to whether they can trust your brand to fulfill its promises. With a guarantee, prospects are assured that if the product turns out to be low quality or something goes wrong, they will receive their money back.

An effective guarantee will express confidence in your offering, while setting out realistic expectations. It will have clear terms and conditions — the longer the time you can offer for the guarantee to apply, the better. Finally, it will make clear what the customer can expect as a return. For instance, in the case of a physical product, is shipping included?

Keep the wording of your guarantee as short as possible, without omitting any details. Customers are likely to be suspicious if there is any small text or extenuating circumstances that could make claiming a guarantee more challenging.

6. AM I GIVE CUSTOMERS SOMETHING FOR FREE?

There are several ways to run a giveaway. The right option for you will depend on the number of customers you have and their loyalty.

- Reward your top customers. If you have a few outstanding customers who make regular purchases from your company or have subscribed to your services for several years, you may want to thank just them. If feasible, personalize the gift for each individual.
- Organize a giveaway for new customers. If your business is relatively new and, as yet, you have few loyal customers, you can still show your gratitude. In the holiday spirit, offer a free trial or sample for all new customers.

- Offer a discount code to social followers. Another option is to show your gratitude to customers who appreciate your business enough to follow you on social media. Provide them with a special discount code or coupon for the week of Thanksgiving or for all of November.
- Provide a free gift with purchases. An alternative to the above is a free gift with every purchase within a specific timeframe.

The best strategy will use a combination of official, obvious ways and unofficial, indirect tactics when thanking customers. This will make it clear that you're expressing your appreciation for the season, but it will also allow you to continue providing great service over the rest of the year. Only in this manner will you retain satisfied customers, gain positive reviews, and increase leads — all factors that are critical to keep growing your business.