

## Summary of African American Forum Station:

### Customer Service:

The foundation of every business is share of customers. Without customers, you have virtually no business. While it is, of course, important to get new customers, I feel it is more important to retain the customers you have. Great Customer Service is the key to retaining your customers and getting referrals from them. With each and every order, I write a personalized thank you letter, which:

- Thanks them for the specified order, lists the preferred customer number, explains how the preferred customer program works, and includes a link to the mini website for the product they ordered to make it easy for them to find you again.
- Introduces the main web portal, the “endless shopping experience”, and now, the Preferred Customer Credit Card (IBV!)
- Includes instructions on how to take the products.

### Other Tips:

- ❖ Always include a brochure of the product, even if you have already given one to them in the past.
- ❖ Use print shop to print your website and phone number those Avery label sheets that have four column and twenty rows. Use the labels on your brochures and on 300g bottles.
- ❖ Throw in a Market America cup for customers who order multiple Isotonix products.
- ❖ If, while talking to them on the phone, you find out they are married, have kids, pets, etc. use this as a basis of what extra brochures you include. Some customers may think all we have is OPC-3.
- ❖ Update preferred customer profiles with details about spouses, kids, birthdays, or pets. Review the stats area on the customer and suggest new products. It's a good idea to keep special notes on customers so you can best service their needs.
- ❖ Use of <http://www.usps.com> (United States Postal Service) is critical because it gives a professional look to your shipments. Also, you get a free tracking confirmation with each label. For multiple products weighing over 3 lbs or so, being shipped coast to coast, take advantage of flat rate shipping. Regardless of weight, if you can fit six to seven 300g bottles in the box it will ship for a \$7.70 flat rate fee.

### Market America Tools used extensively:

E-flyers: Electronic flyers which can be sent every 60 days to a customer  
Alerts: Reminds you to contact your customers for reorders  
Locators: Use multiple locators. Research the counties and states you select.

