



Customer Loyalty Websites—Special Report

You bought a website. Congratulations. You are part of today's smart business owners.

You were right to want to make yourself part of today's digital economy where people now prefer the internet fifteen to one over the yellow pages. Your instincts were good. Here's my question.

Are you also part of the 80% of business owners who are frustrated with their websites? The promises you were given have not materialized. If you are one of the lucky ones who get traffic to their site, are you getting sales? Unlike other parts of your business, you're powerless to do anything about it.

You don't need a special report to tell you the numbers. There are four billion websites on the internet, one for each person on the planet. Each month in the USA alone, 200,000 new websites are created. How are you going to compete against those odds? What is the likelihood that internet visitors will find your site?

What if I could show you a way to use your website to change that reality? A way you can control that actually generates more leads and sales? Better yet, it's a resource you already have in your business—at your disposal right now! Would that help ease your internet pain?

I'm talking about a simple change in your website focus: Instead of chasing strangers on the internet and getting no leads or sales, focus your website on customers who have already experienced your business. They know you, like you and trust you. They believe in you and your product. Focus your website on your existing customers!

Your existing customers are the absolute best source of additional sales and referrals. By turning your website into a resource for these customers, you can generate 30% more sales and referrals. You can do this in a systematic and consistent way to generate sales.

The purpose of this Special Report is to show you why your existing customers are the best source of new sales and how to use your website to make this happen.

When you're finished with this report, I hope you'll say, "This makes absolute sense. Why didn't I think of this myself?" Enjoy.

The Case for Contacting Your Customers

See if any of these reasons inspires you to start contacting your customers on a regular basis.

It's Cheaper to Work Existing Customers

You already know the statistic—it's 10 times cheaper to work with your existing customer base than chase after new customers. Let's break that down. Let's say you spend \$10,000 on advertising costs for items like network meetings, yellow pages, ads, brochures, etc. If in a given year you get 100 new customers, then it means that every new customer costs you \$100 in advertising costs.



Each new prospect takes three to four contacts before they become a customer. If your time is worth \$50 per hour, that means each new customer is costing you another \$200 in your time.

What about the time you waste sorting out prospects from tire kickers? How much time is wasted on prospects that produce no results? If you offer first-time customers discounts or special coupons, how much money are you giving away to make them your customer?

You can do your own numbers. The bottom line for many businesses is they are lucky to make any profit on a customer's first purchase.

Existing Customers Are an Easier Sell

You know from personal experience that a potential prospect is much harder to sell than one of your current customers.

The fact is simple. When prospects become customers, they cross over an invisible line that says, "I trust you." "I like you." "I believe in your company." Statistics show that a person who has bought from you once is thirty percent more likely to buy from you again.



If your day of selling was filled with "easy sales," how would that affect your time and your energy?

When you've had a day of easy sales, doesn't everything seem better?

Customer Referrals—Advertising You Cannot Buy!

Have you ever received a referral like this from a friend? "Yes, I got a refrigerator from Smith's Appliance store about five years ago. It worked fine. I'm not sure if they're still in business." How likely would you be to use that referral to search out a solution to your refrigerator problem?

Once customers have experienced your product and your service, they are now great candidates for providing customer referrals. They have first hand experience with your product or service -- and they will recommend you to their friends.

This is free advertising and the most powerful advertising you can use. But if your customers haven't heard from you, they won't refer you.

Your Competitors are Contacting Your Customers

Just because your clients were your customers once, there is no guarantee they will be forever. In fact, customer loyalty in the past several years has dropped, even for well known companies.

Your customers are learning every day about new buying options. These may be online options, mail order options, or special niche stores. More and more customers are exercising their buying options.

If you are not contacting your customer base, your competitors are. Listen to the radio, the TV, watch the ads in the paper, or check online. Every day, the average person is getting 3,000 messages to buy things. How long do you think it will take before your customer begins to take advantage of offers being made by your competitors?

Conclusion

Starting a regular contact process with your customers is not just another business strategy. It's a different way of operating your business. It will save you dollars; it will increase your profits; it will make your work easier. It will create a much stronger future for your business.

Loyal Customers

We hear complaints about the lack of loyalty with today's customers. When was the last time you did something to strengthen the relationship with your customers? Let me show you how and why customer loyalty activities can be a major tool in your efforts to increase sales.

Your Most Valuable Asset!

What's your most valuable asset? Your equipment? Your building? Your programs and services? No, it's your customers. Why? Because repeat customer business is your most important commodity. Business from loyal customers creates a secure future for your company.



Nurturing the Emotional Bond with your Customers

It makes sense to tap into the loyalty of your customers. Loyalty is the emotional connection with your customers. It's the trust, the understanding, and the good feeling you have with your customers, and they with you. Nurturing this emotional bond is the heart of any customer loyalty activities.

The Benefits of Loyal Customers

Look at these other benefits that come from loyal customers.

- ❑ Loyal customers spend more
- ❑ Loyal customers cost less to serve
- ❑ Loyal customers are less price-sensitive
- ❑ Loyal customers are more forgiving
- ❑ Loyal customers refer others to your business more often
- ❑ Loyal customers help you improve your business

In today's competitive market place, chasing prospects on the "other side" of the proverbial mountain wastes precious time and resources. Your best opportunities for more profits and sales lie with your loyal customers.

Customer Loyalty Website



If you agree that loyal customers are a rich source of new business, the type of business you would love to have, then why not use the power of the internet to make this happen in your business.

Using a website, you can keep in contact with customers quickly, economically and efficiently. Use the power of the internet.

Look at the possibilities you can include on a Customer Loyalty Website.

A Customer Loyalty Website

The bottom line is this: there are only three ways to grow your business.

- ❑ Get more new customers
- ❑ Sell more to existing customers
- ❑ Sell more often to your existing customers.

Two of these solutions deal with existing customers. Today's internet technology gives you far more ways to be interactive with your current customers so you can grow your business. Here are a few examples of what this can mean for your business.

FAQ—Frequently Asked Question Section

Customers always call you with questions. Take the most frequently asked questions, answer them and make them available on your website. This will save you tons of time, your status as an expert will increase, and customers will love you for the 24/7 convenient access they have to answers they need.

Customer Surveys

What better way to get customer input than surveys? Ask what new products they would like to see. What you are doing well and what you could do better. Surveys are easily done from your website. Customers are your best input for improving your business.

Feedback Forms

A business grows and succeeds because it adapts to customers' needs and wants.



What better way to learn from your customers than a Feedback form? The cost for this is zero! The information you get back is priceless!

Scheduling Modula

You can schedule tee times on a golf course, so why not let customers schedule times with you? The technology is here. Think how online scheduling could reduce phone interruptions and make your operations more efficient. Your customers will love it because they can make appointments at 10:00 p.m. when your competitors are closed!

Document Center

If documents are part of your operations -- guarantees, warranties, installation instructions, billings, invoices, etc. -- having a document section as part of your customer loyalty site will delight your customers. They have access 24/7. You won't forget to send important documents because customers can access them on your website.

Take this one step further by using videos. When I was in the flooring business, I would have loved to use a video on "getting ready for your carpet installation" on a website, available 24/7 for my customers. It would have saved repeated instructions and made everyone's life easier. The technology now exists to do such things.

Customer Tips

You will strengthen your customer loyalty by keeping in contact with your customers. Send them articles on the latest trends or ways they can better use your product or services. Customers love tips about your product or related issues. This is a great place to share information from other customers with each other—building up a community of loyal customers.

Add-on Selling and Cross Selling

Some businesses are reluctant to do add-on selling or cross-selling. They stand before the customer and feel embarrassed.

Use your customer loyalty website to do the selling for you. You use point of purchase signs—signs next to the cash register--why not use your website for the same purposes. Expose your customer to other products and services that will enhance the use of their original purpose.



Using your customer loyalty website for this function takes the fear out of doing add-on selling and cross-selling.

Customer Appreciation

Want to strengthen customer loyalty? Use your website to show appreciation to your existing customers. You could announce a special event or a special sale on a Members Only Section on your websites. Customers want to be treated as special, and when they feel this, they reward you with more sales and more referrals.

I have just scratched the surface of the ways you can use your website to cater to your existing customers. The nicest part about this strategy is that your competition is not doing it. Based on studies done in a variety of industries, frequent contact with your existing customers can generate as much as 30% in new sales or referrals from these customers. What a difference that would make to your business!

How Do I Develop a Customer Loyalty Website?

There are two keys to creating a Customer Loyalty Website. First, you must have control over your website. Can you easily make changes to your website? Make changes without the extra expense of hiring a webmaster?



Today's newer websites come equipped with technology that doesn't require computer expertise. If you can cut and paste, you can create a dynamic Customer Loyalty Website—changing and adapting as your business grows.

The second key to a successful customer loyalty website is to determine what your existing customers want on a website. What interests them? What gets their juices flowing? Do they want tips, information, new products, do-it-yourself ideas? Are they looking for links to other businesses, questions they want answered, special deals? Give customers what they want, in the way they want it, and they become loyal fans of your business.

Once you've generated your list of customer wants, pick a list of the top ten. If you're unsure, call 10 of your best customers and ask them. Pick out the top three components as the starting point for transforming your website. More components can be added each month.

Second, change your website to accommodate these customer components. If you have enough control over your existing website, you can make changes. It's

easy to create a separate page for each component. For example, a page of tips, a FAQ page, a special sales page.

Third, you will need to get email addresses from your existing customers. You can use a number of incentive strategies to do this. The names would then be added to your website data base. You don't need all of the addresses before you start.



Fourth, on a weekly or bi-weekly basis, send a short email to your customers. The email must have a clever subject line to attract the attention of your customers. (Since they already know you, they are more likely to open the email.) Put a hyperlink within the email, which, when clicked, will take the customer directly to the appropriate page on your website. One week it could be an interesting article; the next week a success story; tips on how to use your product, a new product you want to sell, etc. Each time the email and hyperlink are different.

Fifth, you need a maintenance plan for the customer resource center. Once or twice a month, new materials, articles, ideas, product pictures, special offers, customer feedback, etc. are added to the appropriate web pages. This may involve a few hours of work.

Conclusion

With a customer loyalty Website, you have a business system in place that takes very little of your time. Because it is work being done "behind the scenes," others can do the job for you. You are in constant contact with people who know you, like you and trust you. You build and foster your relationship with them. With very little time and very little expense, you can keep in front of your best customers for more sales and referrals. Now, your website will generate more sales.

A Customer Loyalty Website is the best possible way to use your website to generate additional sales for your business. Why chase after strangers when you can get easier sales from your existing sales, especially with the crowded internet.

The power of the internet can be used to quickly, easily and economically produce the sales you want. It's a no brainer.

I hope these ideas help you see how a **Customer Loyalty Website Package** can be a powerful tool to get more sales from your internet presence. Clearly, it will give you a tool your competitors have not yet discovered.

If you would like to learn more about if and how we might be able to help you achieve an increase in sales from your website, please contact us to set up a time to talk. When you call us, we'll have a conversation to learn about your needs, objectives and priorities to see whether a **Customer Loyalty Website Package** is the way for you to move forward.

Call or email us to set up an initial phone meeting. We acknowledge your initiative in taking a step that will make a difference! Call me at **651-485-3340** or send me an email indicating your interest in talking about ways to tap your existing customers for additional sales. You can email me at **al@hanzal.com**.

With warmest regards,

Al Hanzal



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Call or email us to set up an initial phone meeting. We acknowledge your initiative in taking a step that will make a difference! Call me at **651-485-3340** or send me an email indicating your interest in talking about ways to tap your existing customers for additional sales. You can email me at **al@hanzal.com**.

With warmest regards,

Al Hanzal