

Satisfy (The Majority Of) Your Customers



By Welly Mulia

Satisfy (The Majority Of) Your Customers

When it comes to selling products and services, both online and offline, there are bound to be unsatisfied customers. This is true no matter how good a job we've done to service them.

The fact is: we simply can't make everyone happy. That is simply not possible. Everyone has different standards and expectations. What impresses customer A may not impress customer B.

When a customer's expectations are not met, they are unsatisfied. When that happens, 3 things occur:

1. They won't buy our products or services again in the future

The key to making big money is to sell other related products that increase in price and value. In the Internet marketing field, this is commonly known as "back end" products.

If customers are ONLY buying your product/service one-time, then there's not going to be a lot of money being made. In some cases, you may even lose money by selling ONLY your low-cost front-end product.

2. They will bad-mouth our name to other people

Worse than number 1 above, these unsatisfied customers tell EVERYBODY about our **perceivably (at least in their eyes)** "poor" product or service. Our supposedly "bad name" spreads like wildfire.

This is especially enhanced with today's web 2.0 where consumers interact a lot, thanks to the help of social networking and bookmarking sites like Facebook, Twitter, StumbleUpon, Digg, etc. People can interact and communicate freely and easily with one another.

Unfortunately, we human beings behave like herds of sheep.

One bad-mouth leads to another, and people follow other people in joining the bad-mouthing bandwagon, even though they have not purchased the product/service in question yet and hence do not know about its quality.

This is, of course, VERY BAD for our business.

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3. They will ask for their money back (also known as refund), if at all possible

When selling physical products, asking for a refund also means that you have to return the purchased goods to the seller/manufacturer. Services-type of goods is harder (or sometimes impossible) to return.

In the online information business, asking for a refund is VERY easy. The customer still gets to keep the product after the refund because in most cases, information products are delivered digitally. This means that customers can consume the digital product, and then ask for their money back, and the product is still in their PCs.

So what do you do if you do indeed sell digital products? Do you actually need to refund the customer's money if he so requested?

The answer is, of course, YES!

Having sold thousands of copies of my own information products for the past 15 months, there are VERY few refund requests that I've gotten. I forgot the exact number (I have to dig through my files to find an exact number), but I'm pretty sure it's less than 10.

Had I not put up the "money back guarantee" sign on my sales page, I'm VERY sure that there would be a lot less people buying my products.

What I'm saying is: the benefits that "money back guarantee" bring far outweighs its disadvantages.

You might be thinking "That's great Welly, but what happens if a freebie seeker takes advantage of this? They can buy my digital products, and then ask for a refund. Won't I be losing money?"

To which I'd answer: That is inevitable. In every market, you'll find this kind of people. It's not a matter of IF they'll rip you off; it's a matter of WHEN.

My advice is to FOCUS on your good, paying customers instead of worrying for the very small number of freebie seekers who refund your products.

One tip you can use is to record who refunds what, so that if a serial refunder keeps refunding your products time and time again, you can ban them from ever purchasing from you again.

Instead of exerting our efforts and time on a few bad eggs, we might as well focus on our good, paying customers and make them happy so that they want to buy from us again and again.

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Conclusion

To summarize, it is a heavy price to pay if we let our customers down (not meeting their expectations). That said, it is also NOT possible to please EVERY SINGLE customer and make them happy.

The key is to cater for the majority of our customers and find out what they want, and strive very hard to please and make them happy, so that they become our lifelong customers. If they're happy and satisfied with our products/services, there's also a high chance that they'll refer their friends to us.

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