



## October 2015 Client Newsletter

Dear Judi,

You know, or you should by now, that the best marketing is word of mouth from your delighted customers, especially via social media. How do you best accomplish this? Read on....

Judi

### **You are not in control of your business - Your customers are!**

Whether you like it or not, your customers are already talking about you, either directly to their friends, or, and of course now much more common, and potentially infinitely more powerful ... on the Internet via feedback sites and Trip Advisor.

**The Internet is empowering your customer unlike anything before...** you can either use this fact to your advantage, or let it happen without you. Your challenge is:

- to make sure whatever is being said about you is 'great' as far as possible
- to listen for all feedback (using simple tools) and dealing with it effectively to make more customers come to you

If you can achieve excellence in this area, **word of mouth marketing will deliver a stream of enthusiastic customers straight to your door for virtually no cost!**

Customers, previously led along by sexy ads and great brand building, are becoming smarter. Through the power of the Internet, accelerated by Social Media, any customer has the potential to make or break your business overnight. In fact, the bigger your brand, the more vulnerable you may be.

So: Accept that the world has fundamentally changed and that the best form of marketing is word of mouth from delighted customers, and the biggest business threat is unhappy customers that you haven't connected with.

**Action Point:** Train everyone on this: only employ people who love dealing with people (you can train them on the skills but it's very hard to train attitude!) and get rid of people who cannot accept it. This is probably the most fundamental shift in business in the 21st Century.

**p.s. What makes an unhappy customer spread bad word of mouth about you? it's NOT the fact that you gave bad service that's the real crime to a customer, it's an attitude of indifference or not caring ... this is a VERY important point.**

Sales through Service

## How to Stand Out In a Crowd: Differentiating Your Financial Institution

Are you the only bank or credit union in your town that consumers could choose? Unless you live in a remarkably small 'burb', the answer is probably no. In virtually every market, there is a cacophony of voices, marketing messages, and brands crying for business and consumer attention. The question becomes:

### How can your financial institution distinguish itself from the crowd?

For complete article, [click here.](#)

## 5 Top Killer Phrases

- It'll never sell
- The boss wants it done this way
- That's not in my job description
- It won't work
- It will never last

## Upcoming Events

**CASRO 40th Annual Conference** will be held Oct. 21-23 in Miami. For more info, [click here.](#)

**Unleashing Data: Innovation in Marketing, Research and Insights** to be held Oct 28-29 in New York. For more information, [click here.](#)

**The Market Research Event** will be held Nov. 2-4 in Orlando. For more information, [click here.](#)

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