

#2 in a Series: *“Has the art of letter writing been lost?”*

What a wonderful thing is the mail, capable of conveying across continents a warm human hand-clasp.
~Author Unknown

The answer is. “Well, ‘yes’ and ‘no’”.

Let’s start our discussion with a typical email:

>>Dear John:

>>Thank you for your recent purchase of our product. We look forward to >>erving you in the future.

>>Bill Jones,
>>Manager, XYZ company

>>Talk is cheap. Use Yahoo! Messenger to make PC-to-Phone calls.

Does the above email convey a sincere message?

*In an age like ours, which is not given to letter-writing,
we forget what an important part it used to play in people’s lives.* ~Anatole Broyard

“But email is much quicker and cheaper.”

Let’s talk about cheap. Typically “cheap” is cheap and people can tell. The happiest and most satisfied customers did not come to you to be treated cheaply.

Quicker, yes, but not personal and it certainly didn’t take any real effort on your part to get it done. Don’t we spend a lot of time, effort and money in getting customers to come see us and buy from us? Why would we then want to do the cheapest thing possible after the sale?

“So, should we send a letter?”

YES!.. And here is why:

1. It is personal. You wouldn’t send your wife an email to celebrate your anniversary (hopefully!) and your customers will respond much better when they know you care.

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2. It shows your customer that you took some time to truly communicate with them.
3. Personal mail gets noticed. It will be opened and read (vs. hitting the “delete key”).
4. It will leave a much better lasting impression with your customer.
5. Personal attention and ongoing customer care will boost your bottom-line profits.

“I’m not sure I have time for that.”

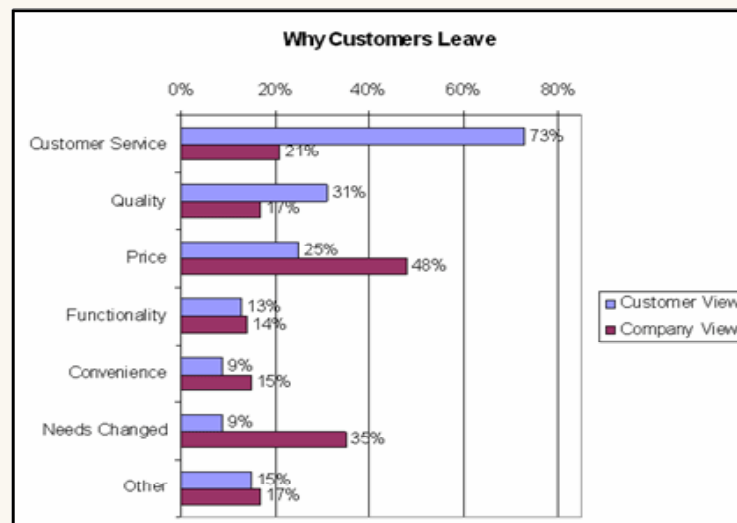
Most business don’t, or just plain don’t know how to send a proper personalized letter.

FU\$\$™ can help with that. We are in the business of helping you follow up with your customers on an ongoing, strategically timed basis.

“I don’t think I could afford it.”

How much do you spend to get a customer? It is much cheaper to keep a customer than get a new one. You are going to spend some marketing money anyway to bring in business, why not designate some of it for after the sale? That is where you will get the most bang for your buck.

Consider that 68 percent of customers never return due to a perceived lack of indifference, and that it costs six times more to find a new customer than it does to keep a current one. Can you afford to lose even one customer?



Source: RightNow Technologies

“How do I find out more?”

Just call **1-800-222-FUSS**

Email us at inquiry@fussinc.com

Or go to www.myfuss.com and click on the telephone

“Letter writing is the only device for combining solitude with good company.”

~Lord Byron

Next month’s question: When does it make sense to job out services?