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Tips to Multiply Your Customers for Under \$20

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Foreword

In order for business to be able to survive and be prosperous; customers play one of the most important roles, as we all know that if you open your business but there are no customers to come and buy things from your shop; **YOU ARE DONE**, I mean you would be out from the business very soon. That's why in every business, companies are willing to pay lots of money in order to get the customers' database, so they can have their sources of contacting the prospective customers; and all would go to the same provider, which is the broker company, who has the customers' database for sales; unfortunately for the business that the database you got; your competitors and other industry also got the same thing! Well, imagine, what will be the reaction of the customers who your customer service or your sales rep. try to call them on their mobile phones and about to introduce your company or approaching to sell your products to them, YES, that's right, you will definitely get the "**NO**" for the answer, and even worse than that sometime if you're approaching them on their bad day, you would get the scold back and other bad attitudes come along the phone line; I could say this because I had experience one myself before, that's why I found other tactics besides what the company would

provide me with the customers' database that they got from the broker company, I just developed the alternative way in expanding my customers' database which I didn't have to invest lots of money but the result turned out well. This is the starting point of why I think my topic about **"Tips to Multiply Your Customers for Under \$20"** is interesting and needs to send the messages across this whole world. I guess now you would like to know what are the tips that I'm talking about, right? Well, take a deep breath you will discover that yourself by reading throughout this whole e-book.

First of all I have to let you know about my background though; in the past, I had been involved in sales & marketing department almost in every jobs that I had worked before over the last ten years; except for one time that I used to work as the school's secretary for International school because I wanted to gain experience in other field as well. Anyway, talking about working with the companies; most of the time I would be appointed to take care of the existing customers plus have to find the new customers which I think that it's the same in every company if you work in sales department; you need to generate the income for the company. Some of the company that I used to work with, the manager would provide me

with the customers' database lists that he told me the company bought them from the broker company and they spent lots of money in buying these database; I got the customers' database from the manager and start to cold calling customers; which of course some would speak to me, some won't, some might deny in a polite way, and some just burst it to me in an aggressive way; I had experienced them all, which I won't go into deep details of how much frustrated I was, however for this choice of customers' database; it won't really worked that well, because the same customers has been called by hundreds of companies on their mobile phones every week, you know how tiring and boring they would feel if they have to pick up just another phone call from you, got the picture?

However, in some company that I worked with; the sales manager told me straight that the company has no policy of buying the customers' database because it's the waste of money and plus it would be duplicated with our competitors (which is the same problem that I mentioned earlier). Therefore, the sales manager and the sales team which of course including myself; we were discussed our plan of how to find our own customers' database in which you will find in this e-book on the tips that we had been used and the result turned out well. I remembered one

sentence that my manager said to me, *“Customers are everywhere; the prospective customers are all around you, it just depends on how you are going to approach and turn them to be your customers”*. However, I just want you to keep in mind that everything takes time, you don’t expect to get your customers’ database multiply in overnight; the more you do, the more you get.

In **"Tips to Multiply Your Customers for Under \$20"** you will learn about the 5 ways of ***how to*** multiply your customers for your business that you actually can use them. So, by learning the ways from **"Tips to Multiply Your Customers for Under \$20"**, you can save lots of your time and money in trying to figure out which ways will be the most efficient ways to increase your customers’ database.

I decided to share my experience in ***how to*** multiply your customers for your business because I feel it is necessity that in order to increase your customers’ database, sometime you don’t need to spend lots of money try to buy the customers’ database from the broker company; which in fact cost you lots of money and your customers’ database would be the same as other thousand business companies out there that got the same information. So I think that if

you can create your own way of try to find your prospective customers in different way than others, then you are on top of the game compare to your competitors; and you are so lucky that you own this e-book because you do not have to waste your time and big money try to figure out the right one, because all the tips that I had shared with you, they all very powerful, efficient tips and yet quite simple to follow as well; that I had used them myself in order to try to expand my customers' database by using the different methods than the rest of them.

Thanks to you as my reader, thanks so much for supporting my e-book. I am sure that the money you had spent on buying this e-book will be worthwhile for you and you will learn something that actually can apply. May God bless you to have a very prosperous business and multiply your customers as many as you wishes.

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Chapter 1: Overview of Multiply Your Customers

As we all know how important customers are to our business in order to make it survive and progress in the future. However, in this chapter, I'm not going to talk about how could you multiply your customers through advertising, such as advertise with Facebook Fan Page, TV, Magazine, or etc. because all these ways you have to spend more money to advertise and hope that you would be able to approach your customers. My intention of sharing how to multiply your customers will be in a very simple way; less cost or FREE but it works well and not duplicated with others; basically it's the replacement of buying your customers' database through the broker company; sometime the ways I shared with you, you might not think about it, "Could I do that in order to find the prospective customers' database?" You would be surprised of the result, how simple it is!!!

Starting a business is not difficult; but keeping the business sustainable and continued growth is difficult!!! Why, because of what? Well, doing business is similar to life cycle, which has its starting, growth, and enter the old age but for business cycle you could not predict like life cycle, because for business you need to have a good taking

care and must be suitable for all ages of the business, then you can build your business to have a life cycle that continue to grow continuously. Everything matters; either your marketing plan, your employee, salary, spending plan; they all effected on your business growth. One of the most important things that everyone agree when we do our business is the company needs income and in order to bring in income, we need to have customers; even though, your company may have the existing customers but that's not enough, we need more and that's why trying to find the new customers; is not easy and therefore you have to maintain your existing customers as well. So, in this case, lots of company (if they are smart enough) they would invest in their employees to have best training for them about the company's product, service, and etc. to make sure that when they need to give the service to the customers; they can do their BEST, which is the good thing for both employee and company.

Again, I have to say that nowadays many companies try to focus on finding the new customers and may be forgot in some points that actually "your existing customers" are the real groups who make your company to have the real profits; because these existing customers are loyal to you. If they loyal to you, sometime, you may even

ask them to introduce your company to their friends and family (which is another tactics that you can have your new customers' database without investing anything). However, for this case your company needs to have "Customer Relationship Management" or CRM this is the tool that will create the "Advantage in the competition" for you above the competitors. Just a little reminder though, even though I said, *"To maintain your existing customers is important", but **NOT ALL** customers are worthwhile to keep; you have to evaluate your customers regularly, because in the end **"PROFIT"** is still the main goal for business.*

To talk about business in order to *"how to make it become successful"*; they are involved of so many things in which in this e-book; I would like to share only one thing on *"how to multiply your customers as in the perspective of the sales representative"* that always need to find the new customers as the company needs them. These tactics based on my own experience that I had used them and it works without spending lots of money in advertisement or the company has to spend money on buying the customers' database lists from the broker company. Are you ready to discover that with me? Let's GO to the next chapter...Cheers!!!