

Customer Service Sales and Retention

Practice ABCD rules of customer service: *Delivering customer service **ABOVE** and **Beyond** the **CALL** of **DUTY**!*

by **Debbie Madiou**

544 words | 3 pages



Customer service is vital to the ongoing success of your network marketing business. Let's look at who are your customers.

Internal Customers

Your entire team are your internal customers or anyone within your organization who is dependent on you. Your level of customer

service you give your team will flow down creating momentum that will flourish into sales.

Internal customer service means everybody supports everyone else in the organization.

Develop mutual trust and support with your team members. Always have open and honest communication.

If your business has an excellent customer service reputation, it didn't gain it without everyone on the team being a part of the service strategy.

Providing great customer service to your internal customers will create retention within your organization. If people know they are heard and important to you they will be loyal forever.

External customer

External customers are your retail customers. Your external customers purchase products directly from you. They are your clients who deserve your time and attention. Your retail customers buy from you for a reason, as they can purchase your commodity from virtually thousands of others for the same price.

It is the level of customer service that YOU provide them that turns them into loyal clients.

Keep in regular contact with your customers. Make sure your business is somewhere in your customer's mind the next time they need to make a purchase. Ask your customers for feedback. See if they would like to buy additional products from you. In the end it is you, your personality and actions that will determine customer loyalty.

Practice ABCD rules of customer service

Delivering customer service **ABOVE** and **Beyond** the **CALL** of **DUTY**!



As of May 2010 **Debbie Madiou** has accepted the position of President of The Network Marketing Magazine, taking over the day to day responsibilities from George Madiou, the CEO and founder. This is an exciting move for the magazine because with over 100,000 members of The Network Marketing Magazine, Debbie will be able to spearhead new benefits to our members continuing with our mission statement of helping ALL networkers, world wide, to gain hope and freedom through their home-based business in the network marketing industry.

Debbie has been a leader in the Network Marketing industry for years. Debbie also brings experience in successfully running the operations of a number of businesses in the non MLM world. We are excited to have Debbie Madiou at the helm of The Network Marketing Magazine as we enter our next 5 years to reach and serve our goal of over 1 million networkers.