

Following up – it's never too late!

I had a nice surprise earlier this month. Two years ago I emailed the **Kiwicare company**, who market the **NO! range** of pest and weed control. I contacted them because I had a rodent problem. I don't want to go into it, I've banned the experience to the recesses of my mind and you don't want to go there. But **Kiwicare** were really helpful. Friendly, chatty, quick responses by email with information and support.

Two years later and just a few weeks ago I received another email from the National Sales Manager, who had been cleaning out his inbox and thought he'd just get in touch to see how the story ended. That was nice enough. In addition however he offered me the choice of a free product from their range which he would courier to me as a gesture of thanks for using their products.

Wow. I was pleased with their customer service at the beginning. To be contacted two years later is impressive. To be offered a freebie has converted me to a loyal customer who will buy their brand above others next time. I've told heaps of my friends about the experience (and I'm happy to be promoting them in this newsletter!!) Take a bow **Kiwicare**.

The majority of sales people seldom contact people they've helped after a sale has been made. Some people don't think it's necessary; some think the deal is done, their job is over; some don't because they're afraid there might be a problem.

But as in my case with Kiwicare, it's a means of the retailer/provider showing service beyond what is expected. Blimey, we should all be doing it. It's adding value. And while we're following up for no other reason than to say thank you or to enquire how a product is working, any complaints that might come to light can usually be dealt with in a non confrontational, positive way.

Don't be afraid of a complaint – it's good, practical, constructive information. Use the opportunity to make it right – and add value to the experience. Customers know sometimes things go wrong. But probably their past experience tells them no one really cares. They'll be surprised you've initiated the contact and they'll be really impressed when you go the extra mile to make it up to them.

Do you know?

- More than 75 percent of New Zealand businesses are located in the North Island and almost one third of all businesses are in Auckland.
- It's estimated that NZ's population increases by one person every 23 minutes and 33 seconds.
- In 2007, the average weekly income for all people in New Zealand was \$667 - \$832 for males and \$510 for females.

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We were delighted to entertain this little Stewart Island Robin at our picnic on Ulva Island. The birdlife and birdsong is magical and if you haven't been to Stewart Island make a visit one of your top 10 goals. You won't be sorry.

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