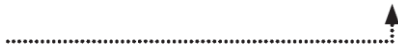
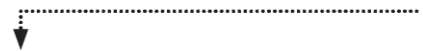


The Ultimate Guide on How to Use the
POWER of Others to Market and Sell for You.

W



win their trust



By Greg Jameson
author of "Amazon's Dirty Little Secrets"

Win Their Trust

Ratings & Reviews

Customers trust each other more than they do marketers. Study after study reinforces the fact that customers trust each other's opinions more than they do any messages that emanate directly from marketers themselves. Online customer ratings and reviews influence more customers to buy than any other form of online advertising. Adding online reviews to your website has proven to:

- Increase conversion
- Increase average transaction amount
- Improve customer satisfaction
- Lower product return rates

In fact, 62% of shoppers read consumer-written product reviews online, 80% say their purchase decisions have been directly influenced by reviews, and 70% of shoppers share product reviews with their friends, family or colleagues.

This is Amazon's Dirty Little Secret: They let others do the selling for them.

Customers write product reviews and create significant amounts of high quality content regarding the products for sale on Amazon. Additionally, they rank the products with a rating of 1 to 5 stars, and these rankings are averaged so other consumers can see how people feel about a product. Both positive and negative reviews are posted, so Amazon is truly winning the consumer's

trust. In fact, it has been estimated that 55% of people visit Amazon prior to purchasing anything on the Internet, specifically because of their product reviews – this is true even if they don't end up purchasing from Amazon.

For years eBay provided a similar ranking for sellers – allowing buyers to see how a seller would take care of them if they were to make a purchase. Again, it's all about winning trust and reviews go a long way towards building trust with a potential customer. This is the primary reason why Amazon outsells all other online stores, and why you should emulate them.

But there are some problems with online reviews: Fake reviews and relevancy.

It might be possible for someone to post fake reviews, thus causing your customers to lose trust, so you do have to keep an eye out for this.

If you only display 10 reviews on a page, and there are more than 10 reviews, then earlier reviews might be hidden from a customer. This was a problem that Amazon faced because popular products would get many reviews. Being able to sort reviews based on rating helps, but Amazon found this wasn't enough. Because of a very subtle yet clever feature, Amazon makes the best of both the positive and negative reviews easy to find. And that feature, per Jarod Spool, is responsible for more than \$2,700,000,000 of new revenue for

Amazon every year. Not bad for what is essentially a simple question: "Was this review helpful to you?"

Amazon needed a way to editorialize reviews, without paying their staff to sit down and figure out which reviews were best. Once again, they used other people to do this for them by asking the question, "Was this review helpful to you?" Customers could then vote for reviews, whether positive or negative, and those reviews that customers found most helpful would rise to the top. Genius!

Robin Daniels of Salesforce.com, says that by delighting your customers, you can turn them into effective sales people who persuade friends, family and colleagues to use your products and services. "Sales people are good but there's nothing that beats a recommendation from an independent source," Daniels concludes. "It is very powerful to have your customers selling for you and it offers more credibility than any sales person."

Amazon has earned a reputation for strong service by letting customers get what they want without ever talking to an employee. An example was provided by Bloomberg BusinessWeek, where they told how Lisa Dias purchased a book on Amazon that was advertised as "like new". The seller wasn't Amazon itself, but one of the merchants that market through its Website. Still, Dias went ahead and dished out \$24.95 for the paperback.

When the book arrived at her New Jersey home, though, it wasn't anywhere close to new. The worksheets were already filled in with someone else's scrawlings. She felt burned but didn't do anything about it until November. She first tried the merchant and didn't get any response. Then Dias called Amazon. The company immediately gave her a refund, without her having to return the book. She's still a bit baffled that Amazon paid her money the company never received in the first place. "I felt like they stood up for me," says Dias.

Then there's the story from George Parker, who bought one of the first Amazon Kindles. After enjoying it for a week; he dropped it on the floor and stood on it. He called Amazon and explained what had happened. They said they would ship him a new Kindle that day and that he should return the old one in their pre-paid package. George asked how much this would cost. Nothing, they said – and he became a customer for life.

Or the story of Henry Blodget who rented the movie Casablanca from Amazon. When you rent a movie from Amazon, you have to use their "player" which streams the video. Says Blodget:

"Like a lot of streaming video players, it often seized up, forcing me to start again. That was annoying. But it wasn't unexpected. And I had no idea (and still don't) whether the problem was on Amazon's end or due to my Internet connection."

Having problems with streaming video, especially streaming HD video, is obviously nothing new. The technology is still klugy enough that there are problems as often as there aren't problems. And I have long since gotten used to them.

But, in the end, Amazon's streaming service delivered a beautiful HD experience, and I got my story.

So imagine my surprise this morning when I got the email below from Amazon."

Hello,

We noticed that you experienced poor video playback while watching the following rental(s) on Amazon Video On Demand:

Casablanca

We're sorry for the inconvenience and have issued you a refund for the following amount(s):

\$2.99

...We hope to see you again soon.

Amazon Video On Demand Team

"Amazon "noticed that I experienced poor video playback..." They did? And they decided to give me a refund because of that? Wow."

Or consider this story: If you order a PlayStation online and it gets snatched from your doorstep instead of being delivered safely to your living room, that's your problem, right? Or maybe it's the delivery service's problem. Or it's the problem of the neighbor who signed for your expensive gaming system but didn't bother to bring it inside to protect it from sticky fingers. Wherever the blame lands, it's definitely not the problem of the company who fulfilled their

end of the bargain by shipping the system using a secure method. However, when this scenario happened to an Amazon customer a few years ago, he called them to beg – plead – to see if there was anything that could be done because his son was expecting a PlayStation from Santa. Much to the customer’s shock, they not only sent another, but they didn’t even charge him for shipping. It even made it there on time for Christmas.

It’s that kind of customer service that has made Amazon a legend and propelled them into the same circle as Apple and Nordstrom’s.

It’s interesting that Amazon's current logo was designed to depict a smile that goes from A to Z. "This signifies that the company is willing to deliver everything to everyone, anywhere in the world."

Amazon.com employees spend two days every two years working at the customer service desk, even the CEO. This practice is to help all workers understand the customer service process.

Jeff Bezos says, “Internally, customer service is a component of customer experience. Customer experience includes having the lowest price, having the fastest delivery, having it reliable enough so that you don’t need to contact [anyone]. Then you save customer service for those truly unusual situations.”

Third-Party Sales on Amazon

Amazon's business platform is very profitable. When other people sell products on Amazon Marketplace the gross margin is huge. If you sell something on Amazon, it takes a cut of the transaction, but you are the one packing and shipping that item to the buyer. You don't have to be a financial whiz to understand the cost of that transaction to Amazon is minimal. Amazon not only gets other to market and sell for them – in many cases they get others to do the fulfillment. This of course can lead to quality control, which is why Amazon is so diligent about making the company be customer-centric. This focus on the customer of course help them to win your trust.

Testimonials

In addition to product reviews, you should display customer testimonials. My recommendation is that you scatter testimonials throughout your website so that they appear on every single page, not just a page called “testimonials (that people may never visit).

Most people like to share their opinions if you ask them. Every time you ask a customer to provide feedback on a purchase, it makes them feel important and valued—like they weren't just another transaction. It demonstrates to them that you really care about what they think and you want to keep them happy. Customers also like feeling that they're involved and contributing to the process of making your business better. The number one reason most

businesses don't get reviews and referrals isn't because they aren't good at what they do or customers are too busy to provide them. It's because many businesses simply don't ask for reviews or make it easy for customers to do it.

If you have a WordPress website, you can add reviews with various plugins (I list some at the end of this series). Here is how you can get testimonials for your website:

1) Ask for them. It sounds ridiculously simple, but if you don't ask for reviews, you probably won't get them. Businesses have to get in the habit of asking for customer reviews as close to the point of customer satisfaction as possible. That point is usually right after the purchase or once they've had a chance to try out their purchase. If you don't ask, they'll assume you're not interested. Few customers—happy or not—will provide feedback unless invited to do so.

2) Make it easy. Don't believe for a minute that a customer doesn't like the opportunity to provide feedback. Most people will take at least two seconds to click on a simple star rating system. If they really are too busy, they will politely decline or ignore the comment card. But the easier you can make it for customers to review their experience with you, the more feedback you will receive. If they bought it online, they'll probably be interested in reviewing it online. Also, provide the opportunity to offer anonymous feedback for those

who are hesitant to give their name.

3) Create an online survey. There are a number of online survey companies such as SurveyMonkey.com that can make it very easy to gather feedback via Web-based surveys. Many are easy-to-use, fast, efficient and an inexpensive way to gather data from customers. If your business has a Facebook page, you can even create a survey for free using the Questions tool.

4) Offer incentives. Encourage customers to provide reviews by offering an incentive such as a chance to win something of value. The idea is to motivate customers to take the time to provide feedback, not bribe them. Companies that offer discounts or give freebies for reviews can taint their results because it looks like they're trying to buy only positive feedback.

5) Include a link on receipts. Have you noticed how long receipts are these days? That's typically because at the bottom, companies are inviting customers to participate in online surveys regarding their shopping experience through a website or a toll-free phone number. It's a great place to ask for reviews because a customer may toss the bag or the packaging, but they're likely to hang on to the receipt. This is true even if they made the purchase online.

6) Include a comment card with every purchase. Whether you put it in the bag with a purchase or slip it into a shipping order, a comment card with either a

website or prepaid postage has a good chance of being filled out and returned.

7) Add reviews to your website. Just like Amazon[®], add a simple star rating system to your products on your website with a note requesting “Give us your review” or “Be the first to review this product.” Be sure to also leave space for customers to type their comments. You could learn a lot about your customers’ favorite features or product flaws quickly. WordPress site can use a plugin like Mage Reviews to accomplish this. WebStores Ltd. wholesale sites have this feature built-in.

8) Follow up emails. Once the customer has had a chance to use their purchase, follow up with an email asking for a product review or comments. If they are particularly happy, you’re likely to hear about it. However, sending the email too soon or too late can affect your responses.

9) Follow up phone calls. A bit more old-fashioned is the follow up phone call to make sure a customer’s experience was up to par—yet, for some, it does offer a more personal touch than email.

10) Follow up postcard. More costly than email because of postage, follow up postcards are still a good way to solicit feedback—especially with older customers.

11) Provide in-store access. This includes in-store signage asking for feedback and the classic customer comment box on the counter by the register. For a more modern take on it, set up a computer nearby so customers can enter their ratings and provide feedback that you can track easily.

12) Bring in outside help. If you have the time and resources, bring in a professional research company to help you design a thorough survey. Customers will often be more honest with a third party than they will be with the company directly. Best of all, the research company can provide an objective perspective and help you interpret the data collected to see where the greatest opportunities for improvement lie.

How and when to ask for testimonials

The best time to ask for a testimonial is when a client tells you about a result you helped him or her achieve. You can use this as a springboard to ask them to write you a formal testimonial. Another optimal time to ask is when you have finished your work with a client, or when a program is complete. But you typically have to ask.

HOW you ask for a testimonial is every bit as important as asking for one.

Consider this:

“I need to get some testimonials for my website. Would you consider writing something for me?”

Versus this:

“I love that you made that happen, George! Would you be willing to let me feature you on my website as a client success story so that other people can be inspired by you?”

Position the testimonial as something of service (because it is!) and something that will promote them. (Because it will!)

Make sure you ask for THEIR story and THEIR results. You do not want a testimonial telling the world how great YOU are.

Tell your client exactly what you want in your testimonial.

Here’s a formula:

- 1 – Share where you were before.
- 2 – Share some tangible results you got.
- 3 – Share where you are now.

Some specific questions you might ask include:

- What was the obstacle that would have prevented you from buying this product?
- What did you find as a result of buying this product?

- What specific feature did you like most about this product?
- What would be three other benefits about this product?
- Would you recommend this product? If so, why?
- Is there anything you'd like to add?

If your client is daunted by writing (as many people are), ask them to just jot down a few bullet points. You can help edit and let them give the final approval.

Have you ever seen a glowing testimonial followed only by a set of initials and a city?

Kind of wrecks the whole vibe, doesn't it? That's because it seems fake! We don't know who "T.K., Colorado Springs, CO" is.

But "Terri Knight, Colorado Springs, CO" is a real person with a real smile. Do not ignore the impact of this.

Always include a photo, full name and (if applicable) website address or business name. This provides valuable exposure for your client – and also lends credibility to the testimonial.

Your clients are the reason your business exists. So please don't forget to thank them for taking the time to help you build your business. Consider sending a handwritten thank you note or even a small token of appreciation. This is perfectly acceptable and is not a bribe if you do this after the fact.

Brendon Burchard provided a great tip in one of his teaching videos about giving instead of receiving. He suggested that when you ask for a testimonial, you make it about them, and not about you. I modified his copy and used this to ask for testimonials for my book. This is the actual letter I've used to ask for testimonials for my books, and it works 90 percent of the time, even with people whom I have never met or whom are "celebrities":

Subject line: Can I promote your work in my new book?

Dear Colleague (use their actual name),

You are a business person that I greatly admire as someone who is really enriching the lives of others. Because of this, I was wondering if I can promote your message and business to my circle of influence. I'm sure you're always looking for more people to help get your message out there – I know I am. So I'm writing to see if you would consider writing a few sentences about the new book I will soon be releasing. It's called "Amazon's Dirty Little Secret" and discusses how Amazon uses others to help them market and sell their products – from using affiliates to providing customer ratings and reviews.

What I'd like to have you do is take a look at my book (I'll send you the PDF if you agree), and then have you jot down your opinions of the material I'm presenting. I will feature this in the "Advanced praise" section of the book, along with your name, your business or other credentials of your choosing, and a link to your website so others can

easily find you. I truly value your opinion, so I would appreciate an honest review and even suggestions for improvement.

Thanks again for all you do. Please let me know if you would be willing to write a short blurb about my book including information about yourself that I can present in my book.

Kind Regards,

Greg Jameson

Too often, people approach others, whether it be potential business partners or customers, asking them what they can do to help, even if it is just a testimonial. Remember Zig Ziglar's quote:

"You can get anything in life you want if you just help enough other people get what they want."

Trust is earned, and you don't earn that trust by making it about you – whenever you ask for anything, make it about them.

Of course trust can be established in other ways as well. Using SSL (Secure Socket Layer) technology during checkout is a must. Providing high quality photos and description can help build trust. Adding press mentions is a good idea. Put a face to your brand, and engage people via social media. And don't hide – if you have a physical location, put a map of where you are. Add your phone number to the header or footer of your site so it is easy to find on every single page of your site. Make your "terms and conditions" page show why

someone should do business with you, not why they shouldn't. Use third party credibility seals. Have a clear and concise return policy. Everything about your website should be geared at winning the customers trust. More and more people have fallen prey to Internet fraud, with over tens of thousands of websites being created by hackers every week. While consumers are getting wiser, learning from past mistakes and beginning to recognize fake websites, you need to do everything you can to win their trust.

Here are some specific ways you can increase the trust factor of your website:

Make it easy to verify the accuracy of information on your website. Include citations and references wherever possible. This makes it so the visitor can see that you aren't trying to hide anything and they know where you got your fact.

Show that there are real people and a real company behind your website. A physical address goes a long way in establishing this trust factor. Bios of key people also helps establish trust.

Make it easy to contact you. Be sure to add your phone number to the header or footer of your website so it is visible on every page – people are not that likely to call you, but it goes a long way in winning their trust.

Make your site professional looking. Poorly designed websites don't instill much customer confidence – it is worth it to have your site professional designed.

Make your site helpful and easy to use. The site should be about the user – not about your company. Don't let your ego get in the way of helping your customers.

Keep the latest gizmos and fads to a minimum. Pop-up ads, Flash intro screens, animated gifs, etc are all fads that have fallen out of favor over time. Do not fall prey to using the latest fads – instead keep your site simple and free of distractions.

Update your site often. Sites that are updated or reviewed frequently instill more trust in visitors.

Avoid errors – no matter how small they may seem. Spelling, punctuation, and other grammatical errors could cause a customer to have less trust in your site.

Include a privacy policy. Let your customers know that you intend to keep their information safe.

Don't hide - engage with your customers. A blog with lots of user interaction shows a high degree of trust, just like testimonials and active social media interaction do.

Provide a guarantee. Make the guarantee as long as possible to show your customers that you are the one taking the risk – not them.

Use third party trust seals. These can take on all sorts of different forms – they might be a business seal, such as the Better Business Bureau or a seal from your professional association. Sites that have been verified by a third party such as Trust-Verified or MacAfee may be seen as more trustworthy by visitors. A third party stamp of approval is much more reliable and trustworthy than a company's own assertions of quality and dependability.

All consumers want to know that their information is really safe. A trust seal is designed to make a website visitor feel safe about buying from you. A trust seal is the generic phrase used to depict those images which online businesses use on their websites to address Fear, Uncertainty, and Doubt (FUDs). Seals can be categorized into privacy seals, business validity seals, PCI compliancy seals, hacksafe seals and industry-specific. Do they really have an effect on conversion rate? Yes, they do, but each seal will perform different, simply because your audience is different than the other website.

Here are some of the more popular security seals:



The cost to display these on your website varies significantly, as well as the level of testing that is actually done on your website. Essentially, these companies will attempt to hack into your site, and if they are unable to do so, they will allow you to display the seal. This process of testing your site by these companies may uncover problems with your site, but sometimes they also generate false positives causing a lot of work for no gain.

Adding Value with Videos

I mentioned before that making your site helpful can help to establish trust. One of the best ways to do this is to include videos that truly help the customer – not just sales videos, but “how to” videos. You can (and should) upload all your videos to a custom YouTube channel so that all of your videos are in one place. Then you can share these onto your website in the appropriate places. For example, a bike shop could include a video of how to change a flat tire on the page selling inner tubes – this shows the customer that you are interested in making sure they know how use the product once they purchase it.

Payment Options

When it comes to entering a credit card, this is the biggest area of concern for most visitors to your website – much more so than privacy or whether or not you are an honest business person offering quality products. A recent survey indicated that the greatest concern to buying on the web was credit card security (64%). That is a huge number. You can certainly accept checks, company PO's, or send invoices to customers that have open accounts with you. But most often, the customer will input a credit card number, and you will want to process that card and get the money transferred to your bank. This can happen in one of several ways.

- Manual Processing
- PayPal
- Payment Gateways
- Hosted payments

When a customer enters their credit card on a webstore to make a purchase, they often look for a site prefix of “https” (as opposed to just “http”) and/or a padlock symbol to verify that the site is a secure site. This is a first level of protection known as SSL or Secure Socket Layer that encrypts any data being transferred. But what happens after the intended company receives the credit card information?

Depending upon the store, any number of things can happen with your credit card. It is not unlike giving your credit card to a waiter at a restaurant. After the waiter takes your card, they take it to their cash register and in most cases swipe the card through their machine, which then charges your card. Once they give your card back to you, they no longer have your credit card number. On the other hand, if they use the old-fashioned imprint machine, the store retains a copy of your credit card number until they can manually key it in. The same goes for placing an order over the phone. And in many cases, this is what happens with Internet sales as well.

Manual Entry of Credit Cards

Once your credit card information is received by the webstore, the shopping cart software can be configured for how the money is eventually received by the company. One of the most popular ways for small business is to process the transactions manually using the credit card machines they already have in their physical shop. This means that they can see the customer's credit card number.

Even though this is similar to a phone order, some merchant credit card account vendors don't allow Internet sales because of security reasons. They offer a lower discount rate for "card present" transactions than they do for MOTO or "card not present" Internet transactions -- a full percentage point,

typically. You will likely have to get a second payment processor for your Internet transactions.

PayPal

PayPal is one of several methods known as “alternative payments”. Google Wallet and Amazon Payment Services are other alternative payment solutions, but PayPal was the first and by far is the most widely known. PayPal alleviates the problem of a store seeing the customer’s credit card information. As a result, many Internet buyers prefer to checkout using PayPal.

Customers who check out with PayPal can use money in their PayPal accounts, or use a credit card. If they use a credit card, a PayPal account is not required; so many store owners only accept PayPal and do not use any other type of credit card payments. The downside to this approach is that other customers don’t understand PayPal and think that you don’t accept credit cards. For most webstores, you should simply take both.

Tip: You MUST take PayPal, even if you otherwise take credit cards – customers expect it!

Once a customer has paid using PayPal, the transaction is complete, and they may not return to your store (so you will want to get all of their information before passing them on to the PayPal site). The money then sits in your PayPal

account where you have to manually transfer it to your bank account when you want it.

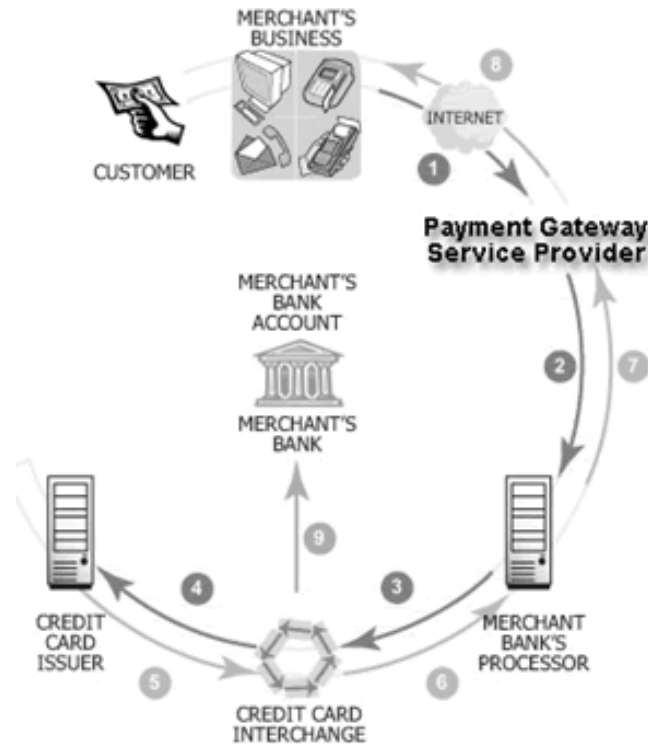
Payment Gateways

Another way to take credit cards is to use a payment gateway such as Authorize.net. In this case, the credit card is transmitted to the bank in much the same way as a swipe machine, and the store does not keep a copy of the number. These payment gateways transfer the credit card information to the processor and back, which then send an authorization code to the shopping cart software. The payments then get reconciled in a batch, usually at the end of the day. The downside to this method is that another entity is involved in the transaction.

The payment gateway has two functions:

- To transmit the credit card information securely to the payment processor
- To transmit the approval code and any confirmation details back to your shopping cart program.

Here is how a Payment Gateway works:



Content above provided by courtesy of Authorize.Net.

1. Customer purchases product via Merchant's store or website
2. Electronic payment is captured and processed through merchant's Payment Gateway Service Provider (i.e. Authorize.Net, Payflow Link, etc.)
3. Merchant Bank's Processor receives transaction data from Payment Gateway Service Provider and sends to Credit Card Interchange
4. Credit Card Issuer receives data from Credit Card Interchange for account validation
5. Credit Card Issuer returns account validation or denial back through Credit Card Interchange

6. Merchant Bank's Processor receives transaction validation or denial from Credit Card Issuer via Credit Card Interchange

7. Merchant Bank's Processor sends transaction validation or denial onto Payment Gateway Service Provider.

The Payment Processor is different than the Payment Gateway – typically you will pay a fee to both. The payment processor is usually a third-party company that is under contract to the merchant's bank to provide authorization and settlement services for any credit card transactions at the merchant's store. In the US, most transactions are handled by these three processors:

- First Data Merchant Services (FDMS), Nashville and Omaha Platforms
- Elavon Global Payment Solutions (formerly Nova Network)
- Chase Paymentech

Typically, when an order is initiated, the credit card information is transmitted to the payment processor. The processor then checks to see if:

- The credit card number, expiration date, and security code information are correct and up-to-date.
- There is sufficient credit available in the purchaser's account.
- The card has not been reported stolen.

8. Then the processor either authorizes the transaction or declines the transaction based on what it finds.

For an additional fee, it can check the numbers in address and ZIP code fields to see if they conform to those on file for the customer's credit card, then report back to the merchant. This is called AVS (Address Verification Service).

9. At the end of the day, the payment processor will "settle" the funds, that is, withdraw funds from the purchaser's credit card account and deposit funds into the bank account designated by the merchant credit card account contract.

PCI compliance

In the eCommerce business you will hear the term PCI compliance. The Payment Card Industry Data Security Standard (PCI DSS) applies to any organization that processes credit or debit card information, including merchants and third-party service providers that store, process or transmit credit card/debit card data. According to the PCI DSS documentation, "PCI DSS requirements are applicable if a Primary Account Number (PAN) is stored, processed or transmitted. If a PAN is not stored, processed, or transmitted, PCI DSS requirements do not apply."

Is PCI compliance a law? The short answer is it depends – both Nevada and Washington have built PCI compliance into their state laws. The long answer is that while it is not currently a federal law, there are state laws that are already

in effect (and some that may go into effect) to force components of the PCI Data Security Standard (PCI DSS) into law. If you have over 20,000 transactions per year, you must comply with the PCI DSS. Failure to do so can cause your credit card company to shut you down. Even if you have fewer than 20,000 transactions, your credit card company can assess you fines and shut down your ability to take credit cards if you do not comply with PCI guidelines.

Hosted Payments

This has led to a series of credit card processing capabilities that are both the gateway and the processor in one. Rather than collect credit card information on their site, the store simply collects the customer information, then passes the PCI compliance buck to someone else by handing off the payment collection process to another entity. This is known as a “hosted solution”. If you really are serious about winning a customer’s trust, a hosted payment solution is what you should be using.

With a hosted payment solution, the credit card info is entered on the payment site, and not on your site. Essentially, the shopping cart collects all of the non-sensitive information including the total cost of all goods, the customer’s name, address, and email, but not credit card information. Then a call is made to the hosted payment solution (which is PCI compliant) and collects the credit card information, processes the card, and returns an authorization (or decline) back to the shopping cart site. Some of the companies that utilize a Hosted payment system include:

- Elavon Virtual Merchant
- Element PS
- IP pay
- 2Checkout

For most website owners, I recommended this approach as you never see the credit card information and it makes it less risky for you.

Wholesale sites

If you are a wholesaler and you allow anyone and everyone to see your prices and order from you, this can erode the trust of your dealers. Part of winning a reseller's trust is deciding who you are going to sell to. In the retail world, most shops will sell to anyone who places an order. Some wholesalers will do this as well, providing the volume is high enough. However, if you sell your products to every shop, you might lose credibility with all the shop owners. This could cause less demand for your products. If you limit your sales geographically and/or by type of store, you can provide an incentive to shop owners as they would have an exclusive. So you may want to limit who you sell to.

Wholesale distributors must build deep relationships with customers based on an understanding of the true value created by their services and activities. This is a major difference between wholesale and retail. Retail sales are concerned with word of mouth, but wholesale sales require an on-going relationship.

When done right, doing this online can actually help you strengthen this relationship; if done poorly it can cost you.

Recommended WordPress Plugins:

For star ratings and reviews:

Mage Reviews (<http://wordpress.org/plugins/mage-reviews/>) or

CD Star Rating (<http://www.gdstarrating.com/>)

For displaying random testimonials:

Perfect Quotes (<http://perfectspace.com/perfect-quotes-a-wordpress-plugin/>)

Easy Testimonials (<http://wordpress.org/plugins/easy-testimonials/>)

Stimulus Questions

Do you have reviews on your website?

Have you created a Yelp account to encourage people to write reviews off your site?

Do you have any video reviews or testimonials?

List 5 people you could ask for reviews:

List 3 people you could ask for video testimonials:

Do you have testimonials on every page of your website?

Do you allow customers to create 5 star rankings of your products?

Have you ever sent out an online survey?

Write down 5 questions asking how you can serve your customers better then use Survey Monkey to send these questions to your customers.

Is your website printed on your store receipt?

Do you include a coupon for their next purchase with every shipment?

Do you include a comment card / feedback form with every purchase?

How do I thank my customers for their business?

1. Send them an email
2. Call them
3. Send them a post card
4. I don't do any of these but I need to.

Do I include my phone number on every page of my website?

Do I offer both social media icons and social share buttons on my site?

Do I have pictures of real people that work at my company on my website?

Do I have a privacy policy? If not, look up a generic one, edit it, and add it to my site?

Do I have blog?

What guarantees do I offer customers about my products or services? If I were a customer, would I be happy with these guarantees?

What trust seals do I have on my website?

How have I secured my site from hackers?

Is my site PCI compliant?

What methods of payment do I accept? Should I add any others such as eLayaway? What other payment options do I think my customers might want that I am not offering?

Do I offer a return policy?

Am I making it convenient for my customers or for me when it comes to paying for goods and services?

Does it make sense for me to use a hosted payment service?

Have you had someone test your website to see if your website is easy to use?

Hire several people to try to actually purchase an item from you and record the results.

When I look at the overall quality of my website, would I do business with me?

Action Item: List the ways I intend to win my clients trust:

Additional Notes

