



**Small Business** page 2  
How to grow your business with personalized direct mail.

**Air Travel** page 3  
Five ways to minimize jet lag.

**Recognizing Your Staff** page 4  
How to make praise really count.

# Basically **BUSINESS**

TO YOUR BUSINESS ADVANTAGE

## What to Do When You've Lost a Valued Customer

It's a common, but definitely not a welcome, occurrence. A long-term customer announces that he or she is going elsewhere. Naturally, you want to find out why and attempt to win that customer back. Some suggestions:

**Talk to the customer.** Ask him or her to be candid with you. Then, if there's a specific area of discontent, a particular problem, aim to solve it. When you've done that, get back to the customer with convincing evidence.

**Recognize that your customer's perception is everything.** Someone may go elsewhere because he or she misunderstood an aspect of your operation, your products or your services. Put information in front of your customers on a regular basis that builds an accurate and positive image of your company.

**Make it easy for customers to come back to you.** Avoid petty comments and vindictiveness at all costs. Be gracious and, when appropriate, apologetic. Offer a service or product discount if you think that will be helpful.

**Identify similar at-risk customers.** Take a proactive approach, inquiring about any potential areas of dissatisfaction. Simultaneously, accentuate the positive—reaffirming to customers your ongoing commitment to excellent service and high levels of satisfaction.

## 'BACK TO THE BASICS': FOUR FUNDAMENTALS OF BUSINESS SUCCESS

*There's a good chance that you're already observing the following "best practice" principles, but we thought we'd share them here as an early-2008 memo:*

*1) Understand and control the tasks you're managing. The three R's, in this case, are research, review and revision.*

*2) Communicate with staff members the results of your research. Signaling that their opinions really matter to you will enhance their sense of self-worth on the job.*

*3) Establish a culture of cooperation. Enroll each employee in ongoing efforts to improve your business.*

*4) Nurture a climate of appreciation. Thank and reward your staff members for exceptional performance. You'll be reminded that sincerely expressed appreciation is one of the most powerful motivators in the workplace.*

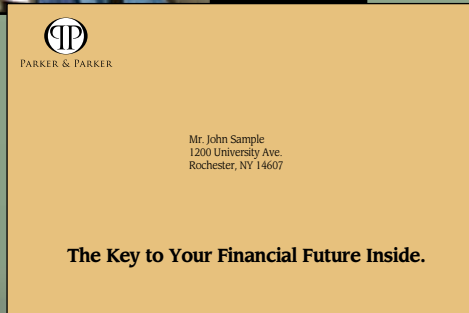
*Here's wishing you and your enterprise ever-increasing productivity and prosperity as this year continues to unfold!*

*Erin E Jones*

President

## Growing Business Turns to Direct Mail to Reach the Right Prospects

Parker and Parker is a financial planning services company. Owned by brothers Steve and Scott, the company provides individuals with planning strategies and programs to help them reach their personal and financial goals. In an effort to grow their business, they placed some small advertisements in their local newspaper but didn't get much response. They decided to try direct mail, so they called Jeremy, their Digital Quickcolor representative for help.



with the words, "The Key to Your Financial Future Inside." On the direct mail piece was a picture of a key along with text that explained their services and offer.

Once the program was started, Digital Quickcolor mailed out about 300 letters per month. This was enough to take advantage of postal discounts and just enough for Steve and Scott to handle the incoming responses. Each month Digital Quickcolor randomly selected 300 names from the list they bought for Parker and Parker and automatically sent out the mailing, which was a great help to Steve and Scott since they were busy running their business and didn't have time to think about or process marketing mailings.

The direct mail program was a success and Parker and Parker gained many new clients.

If you'd like to grow your business by implementing an ongoing direct mail program, call Digital Quickcolor today.

Fictional company, names and scenario were used to demonstrate application.



Mr. Jones,  
Let us help you build your nest egg.

Mr. & Mrs. Patton,  
Let us help you with every nickel and dime.



### ON A PERSONAL NOTE

## Five Steps to Help You Lose the 'Jet-Lag Drag'

Whether it's for business or pleasure, air travel is essential when longer distances are involved. And when we fly across several time zones, most of us experience mild or more-pronounced symptoms of jet lag. Here's how to minimize those effects:

- 1) Begin your trip well-rested. You'll be much more susceptible to jet lag if you're worn out as you take off. Aim to get several nights of restful sleep before your trip.
- 2) Stay well-hydrated. Drink plenty of good, old-fashioned water while avoiding excessive coffee and alcohol consumption—both of which accelerate dehydration.
- 3) Reset your watch to your destination's time zone. This way you'll start thinking in that time frame before you actually arrive.
- 4) Rest during your flight. Use earplugs and, if necessary, eyeshades to minimize disturbances.
- 5) Exercise in the air. Walk around the cabin and stretch two or three times during your flight—more often if you're headed overseas. You'll have better circulation and fewer problems with swelling of your extremities.



## HOW TO KEEP WEB VISITORS COMING BACK FOR MORE



Your company has probably invested substantial time, energy and resources in developing its website. Naturally, you want to inspire not only first-time hitters, but also repeat visitors. Consider this handful of simple strategies:

- 1) Change your site's contents on a regular basis. How often? Every week, if possible.
- 2) Ensure that your site's links relate clearly to what your company stands for and what it offers. Make sure they're sequential, current and easy to find.

3) Reward frequent visitors with a free promotional item or a product/service discount. This assumes that you encourage visitors to leave their contact information.

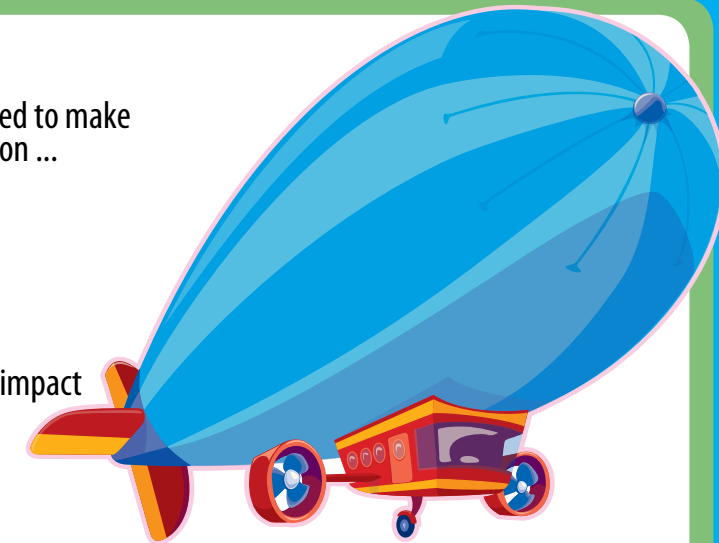
4) Send out an e-blast to your best customers and e-prospects whenever you complete significant site updates. Include a link to the site, of course.

5) Test your site's "return appeal" with a focus group. By e-mail or telephone, ask frequent visitors questions such as "What do you like most and least about our site?" and "What would persuade you to visit it more often?"



Whether you need to make a small impression ...

or make a major marketing impact



We realize that not every project requires the same level of resources or budget. Sometimes you just need a banner. Other times you need a fully integrated mass mailing. No matter the level of project, your marketing services consultants at Digital Quickcolor are your single source. In one location we bring together all the resources you need, including:

- Printing
- Copying
- Mailing services
- Integrated direct response marketing
- Signs, posters and banners
- Personalized digital printing



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SUPPORTING YOUR STAFF

## Some Timely Pointers on Praise that Really Counts

Many bosses seem to think that praising indiscriminately is better than not praising at all. But such “thoughtless commendation” can do more harm than good. Consider the following timely pointers:

- Be specific about what you praise. Instead of saying something like “Mary, you’re doing an excellent job,” pinpoint what makes the employee’s performance excellent.
- Praise only exceptional work. If you frequently applaud just the ordinary efforts, employees won’t be motivated to excel. Reserving recognition for the best work imparts authenticity to your praise and sets the bar at an appropriately high level.
- Avoid “hit and run” commendations. If your praise is worth expressing, invest more than a few moments with deserving employees. Sharing your appreciation over lunch is one option, and summarizing your commendation in a letter enhances its effect.
- Never assume that praise alone is sufficient. Superior performance, over time, merits more than compliments. Praise is strongly underscored by bonuses, raises and promotions.
- Don’t heap praise on only one employee or a selected group. You’ll only reap resentment.