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market market data, fuelled by Quotemedia.com. All rights reserved. Conditions. NYSE/AMEXdata was delayed by 20 minutes. NASDAQ/other data is delayed by 15 minutes unless indicated. Copyright © 2020 InvestorPlace Media, LLC. All rights reserved. This test fish works for a manufacturer who uses ageing automated systems that have already been paid for - and in this economy it has no interest in trading. Automated systems use software that monitors systems and writes to an Access-type database, providing codes, fish says. The problem is that every 20 systems have their own computer and their own database, and to get the reports you had to go to every computer and make a copy of each database. Fish's task is to come up with an easier way to get reports - and if he has it to see if he can make a system to send text messages or email messages if certain conditions are met. The first call is from the manufacturer, where a rep tells the fish that it is impossible and recommends that the company upgrade the machines. The fish politely refuse. After a few days of tinkering, he created the SQL database and imported the Access database design. He then goes to each automation computer and assigns the database to use the linked tables in the new SQL database. The fish then writes to the web front to access the data and creates launchers in the SQL database to send texts or e-mail messages based on the criteria that management has given it. And when he's done, it all works - and it's not even that much kludge. Then he got a call from the salesman of the machine manufacturer. He wanted to know if we were interested in updating our equipment, as he had heard about our problem, says fish. I explained that I had got things to work without a problem. He was quiet and said, Would you tell me how you did it? Because I have other clients who want to do the same thing. I politely refused and hung up. Tell Sharky how you did it. Send me your true story about IT life sharky@computerworld.com. You're going to knock on a Snazzy Shark shirt when I use it. Add your comments below, and read some great old stories about Sharkives. Now you can post your stories of IT ridiculousness at Shark Bait. Join today and vent your IT frustration to the people who have been there to do so. Copyright © 2009 IDG Communications, Inc. December 7, 2017 4 min read Reviews expressed by Entrepreneur supporters are their own. If you are like most business owners and entrepreneurs (and your mother raised you right) at this time of year you will focus on how to thank those who do business with you all year round. In addition to gifting now during the holidays, there are five things you can do to show your gratitude and appreciation. These practices also make your customers, customers and patients at the center of their marketing, giving them recognition and celebrity status, helping you build your own brand. (Winning, Win and win!) In addition to sending an actual gift of thanks (note to my vendors: I like things that sparkle), put one or two such practices in place to increase the confidence of their customers, customers, patients and prospects: Smile beautiful. Forget the stock photos. First of all, they look terrible. Second, they're a waste of money. Third, they look terrible. In marketing, use pictures of actual customers, ads, marketing materials, etc. on your website. We have shared it with our customers and actual customers win every time they have results. Make their stories your stories. In the content you share in your marketing (such as newsletters and blogs, rather than changing your marketing about yourself, the feature will be a success for your customers). Tell the story of their problem before working with you and then after they were successful in your business. If you can add actual tangible results, even better. Related: 9 Ways Startups Fuel Great ROI Their existing content marketing strategyThis practice raises your customer's celebrity status by making them the center of your marketing, and gives your prospects to someone who says so besides your proof. And roi pieces like this can be huge. The piece I wrote to our financial adviser clients more than two years ago, still offers clients to date and is responsible for over a million dollars worth of business for my company. Q&A for return on investment. You can create a regular interview feature for your customers' content. It not only builds social proof of your prospects, but it makes more interesting content for readers. Plus it gives something to your satisfied customer to share with friends and family. Try making Facebook Live when you visit a customer in person, or use the software to remotely Zoom.com conversation. You can even simply send your client a list of questions so they respond every month to your newsletter or your blog with a regular customer feature. Either way, you create content that makes your customers good and your business approved at the same time. Rewards for players. Recently I was one of my most frequent blow-dry bars (this mane needs a constant tame) and tried to use The Groupon I had bought. They didn't take it because I was an existing customer. I've spent thousands of dollars in this business before. Their decision not to respect anything they gave to people who have never spent 10,000 with them was enough to ensure I would never go back there. Related: 3 ways to create a customer experience that will increase sales to your customers who already pay you should come before your leads. They should get every perk and privilege of their business. Our company, our private clients will become a free member of the Powerful Professionals Association, a free subscription to our paid newsletter, free tickets to our upcoming GameChangerMarketingSummit.com. Let your customers know that they are always your VIP. Remember what to forget the most. We send a holiday gift to our customers every year, but we also recognise the most forgettly holiday - the founding date of the company. The company's birthday (the date of its founding) is often more important than their own birthday and we send our customers a cake. We also send a fun birthday treat to their actual birthday and shock and awe box to welcome them to the agency. Our customers are constantly reminded that they matter to us, not just Thanksgiving to the New Years. Because they're going to do it. Related: Tech Makes Employee Gifting This Festive Season Sweeter! All We Do As Our Customers Seem Overwhelming at First, Don't Let It. When you apply client recognition, you don't have to go to zero. Just start with one or two of the above strategies to start with. Be consistent, and your customer discovery marketing pays dividends to both your customer and your company's return on investment. November 21, 2012 7 min read It's amazing how far a simple thank you can go. Research shows that customers spend more, employees achieve more and vendors are more likely to pay on time than are regularly thanked. We live in what I want to call a Thank You Economy, because the only companies that can figure out how to remember their manners in a very old-fashioned way - and do it authentically - are going to have a prayer competing, says social media expert and author of the book Thank You Economy Gary Vaynerchuk in a recent Entrepreneur.com column. I care very much about the bottom line, but I care about my clients even more. It's always been my competitive advantage, vaynerchuck says. How exactly can the recognition of power be applied? Here are 10 ways to thank your customers, employees and vendors for this Thanksgiving - and all year round. Related: 5 ways to take customer loyalty to the next level, focus your gratitude on what the employee or seller actually did. Instead of saying: Thank you for your good work, it would be more effective to say something like this, Thank you for being late last night to close this deal; your commitment really helps the company grow. Use a strategy similar to vendors: Identify them when they go higher than expected. Related: How praising employees can help their business thrive Why it's important: focused on thank you is more meaningful and thus increase employees' motivation and productivity. A recent poll by TJinsite, a TimeJobs.com, found that more than 35 percent of respondents consider that recognition of their work is the biggest barrier to productivity. Connecting the thank yous to the recipient's personal life to resonate your message. If you show gratitude with a gift, Joey Faucette, author of positive work in a negative world, suggests that it be associated with life outside the business walls. For example, if the seller recently had a child, give him a baby book where he can add pictures and notes to a small one. Or if the employee's mother recently died of breast cancer, make a donation to Race for Cure on her behalf. Why it's important: Faucette says this kind of intimacy breaks the ice in an emotional, not just professional, way that is the game-changing pathway for greater profits. When was the last time you got a handwritten thank-you note? In the age of Facebook and text messages, it's probably been quite a while. Do not underestimate the impact of sending a note via snail mail. Why it's important: Taking the time to write a thoughtful note shows a deeper level of appreciation than just dashing off short email or text. Since handwritten lettering is pretty much a lost art, the extra effort won't go unnoticed and may make customers more willing to give you a repeat of the business. If you're not serious, don't say it. Your customers and employees will find out immediately whether the thank you is genuine or not. Similarly, don't dote out gratitude if it doesn't deserve it. If you walk around thanking everyone for every little thing, it doesn't mean much when it's actually justified. Why it's important: If I or my employees had come out like fannies or schmoozers, my company wouldn't have what it is today. Vaynerchuk says. You can't underestimate people's ability to spot breathless, bureaucratic tactics a million miles away. Engagement has to be cordial or it doesn't work. Host customer appreciation day with deep discounts and giveaways from your loyal fans. Offer free shipping on all online orders. Give your employees small incentives to go over and beyond, such as a gift card night at the cinema or a small cash bonus. Why it matters: Sometimes words are not enough. These gestures, such as those that in the long run, will help increase your bottom line. If your customers feel that you are going your way to be rewarded, they are more likely to choose you over your less appreciative competition. It's easy to remember to recognize the people you work with on a daily basis. But it's also important to thank the often overlooked team for helping your business smoothly. Leave a thank you note to the trash collector, give a postman a gift card to a local restaurant, or get a dozen cupcakes for the UPS man. Why it matters: Most people don't thank these hard-working people. So, a little effort will make you stand out and can go a long way towards getting great service to these people. There may not be a better way to thank your vendors than more business in its own way. While such a direct referral is always welcome, it also could go a step further and host the party to all your vendors and partners. Invite your suppliers, accountant, lawyer, investors and anyone else to do business with you. Why it's important: If you throw a party, you will not only thank your vendors greatly for the time, but you can also give everyone a chance to network and connect with new customers. Related: 3 Tips for Using LinkedIn's New Confirmations If You Want to Get The Attention of Sellers and Customers, Send a Distinctive Thank You Gift. Think of geographical-specific gifts - if you're in Wisconsin, for example, send a selection of high-quality cheeses. Peruse Etsy handmade or vintage items that say thanks to a unique, memorable way. Or create a personalized golf towel, wine glass or other item using a service such as RedEnvelope.com. Why it's important: Since some people receive hundreds of gifts all year round, you'll need to send a thank you gift to people remembering when it's time to pull out their wallets. Complaining customers go out of their way to say why they are dissatisfied. This generally means that they still want to do business with you, assuming that you are able to solve the problem. If the customer complains, thank them first for their business, then explain how you are doing things right and offer an exclusive coupon to use in the future visit. Why it's important: Most unhappy customers don't bother to complain, but just take their business elsewhere. So any complaint should be seen as an opportunity to improve relationships and win a recurring business. Give social media shouting. Thank customers for posting a coupon or secret code word on Facebook that gives their fans an exclusive deal. Mention a loyal customer on Twitter to publicly show their gratitude. Or perhaps even profile one of your best customers on your company blog, explaining why you value them so much. Why it matters: Some of your most loyal customers and brand advocates are your online fans, so you should show how much you value them in the social media sphere where they interact most with you and your business. Business.

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