

What to Do When You Lose a Prized Customer



IT'S NEVER a welcomed moment when a customer, especially a long-term one, announces that he or she is going elsewhere. Whether it's an individual customer or someone representing a client company, you'll want to do something about it. Some timely counsel:

- ◆ **Talk to the customer.** Try to discover what went wrong. Then, if there's a specific problem, take immediate steps to make it right. When you've done that, go back to the lost customer with convincing evidence.
- ◆ **Recognize that the customer's perception is everything.** Whether or not there's an actual basis for complaint, if the customer feels there is, that's sufficient. Aim to consistently put information in front of your customers that casts your business as a top-quality and service leader.
- ◆ **Check out the competition.** If the "departure issue" is unrelated to customer service, there's a good chance you've been one-upped by a competitor. In other words, your customer got a better offer. Consider topping that offer—but only if retaining the customer's business promises long-range benefits for your company.
- ◆ **Make it easy for the customer to return.** Don't be abrupt. Don't get angry. Instead, be patient and gracious. And without resorting to flattery, let the customer know how much you've valued his or her business in the past.

- ◆ **Identify similar at-risk customers.** In person and in print, reiterate to your current base that you're deeply committed to optimum service and satisfaction. Ask your customers to speak or write freely about any areas of discontent. One of the most important questions you can ask them is "How are we doing?"

Wishing You All The Best for 2007!

AMAZINGLY, it's time to welcome another new year. But even as we usher in 2007 and anticipate what lies ahead, we can't help looking back at the past 12 months.

For us, 2006 was a busy and productive year during which we sought to serve you with ever greater effectiveness and efficiency. Through those efforts, we aimed to do more than say we appreciate your business. Our intention was, and still is, to show in every way possible that we're grateful!

Your business is highly important to us and we look forward to supporting you throughout 2007. Count on us to continue enhancing our reputation by delivering excellent quality, assuring superb value and using cutting-edge technology designed to benefit your business.

We're at your service. All the best for this new year!



Four Keys to Managing Off-Site Employees

WITH THE growing popularity of "flex" schedules and other personalized job arrangements, small-business owners and managers are facing the challenge of supervising employees who work at home or at another off-site location. Consider this quartet of personnel pointers:

- 1 Be conscientious about responding to e-mail or telephone inquiries from off-site staff members. Obviously, they don't have the luxury of walking into your office to ask for instructions or feedback. For the sake of efficiency, you may want to dedicate an hour or so of your time each day for off-site contacts. As a rule, it's better to do so earlier rather than later in the day.
- 2 When you make contact with an off-site employee, invest a few moments in polite inquiries such as "How's it going today?" Getting right down to business, with no small talk, can seem abrupt and even give the impression that you're irritated.
- 3 Schedule monthly meetings for in-person participation by all employees. It's essential that off-site workers have some face-to-face contact with their boss and on-site employees. This practice diminishes feelings of isolation and reinforces the critical sense of team membership.
- 4 Meet individually with off-site workers at least once a quarter. Feedback from these conversations should help you decide whether to continue or restructure the "remote" arrangements.



Online Ordering Helps New Enrollment Process

Lanar Medical is a healthcare company that services many small- to medium-sized companies. Kirk, the vice president of marketing and sales, had his staff focused on marketing their services to some growing companies in the community that resulted in a large increase of new member enrollments over the past two years. This growth became a challenge for the office staff trying to keep up with the new enrollment process.

When a new member joins the group, he or she typically receives a two-pocket folder filled with a personalized letter, an ID card, provider directories, forms and several other printed pieces of information. Because Lanar itself is a fairly new medical group trying to streamline its costs, it was using a number of different vendors to provide them with these materials based on which vendor gave them the lowest price.

Not only did each kit have several components, but all of the materials needed to be branded for all of the companies that Lanar serviced, so that the employees received the kit specifically pertaining to the company they work for. With over 25 customer companies, Lanar was having a hard time keeping up with the inventory and printing of all of the kit materials as well as putting them together and mailing them in a timely manner. Kirk started searching for a solution to help streamline the new enrollment process. He called Karen, his local DYNAMARK representative, to help him.

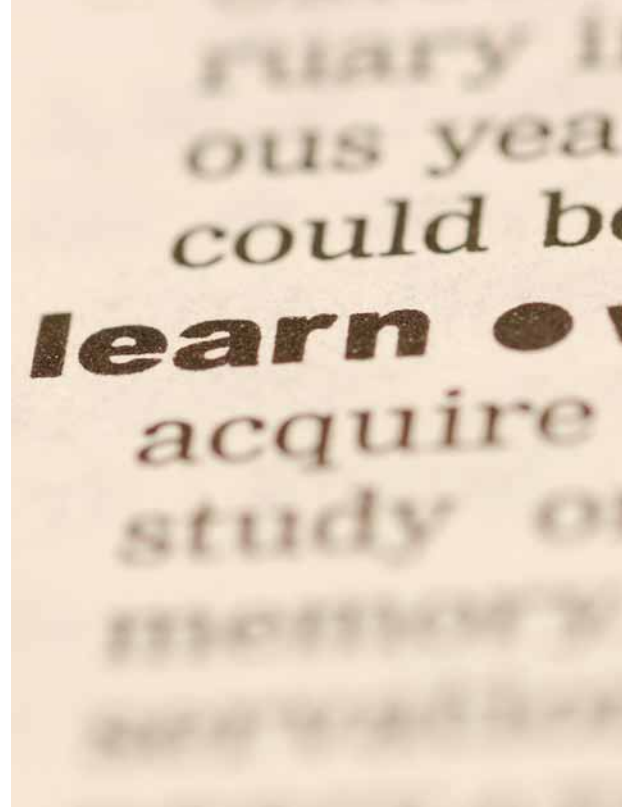
Karen was able to help Lanar Medical by introducing them to the *easyDOCS*® Online Ordering system. She showed Kirk how he could have each of the individual kit items for each company placed into an online catalog for quick ordering when needed. DYNAMARK would maintain the inventory of all items, reprint when necessary, and even put the packages together and mail them. All Lanar had to do was provide DYNAMARK with some employee contact information, and DYNAMARK was able to generate personalized letters to accompany the packets.

By becoming a “one-stop-shop” for Lanar’s new enrollment process, DYNAMARK was able to help Lanar reduce turnaround time and errors and keep production costs under control. Kirk and his team were then able to focus on continuing to grow their business and better service their customers.

If you’d like DYNAMARK Printing to help you take the headache out of your internal processes by managing your printing, fulfillment and mailing programs, call us today.



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



How to Set Yourself Apart from the Crowd

IT’S NOT necessarily the brightest, the most aggressive or even the hardest-working individual who stands out in a crowd. Often, it’s the person who communicates most clearly and effectively. Taking time to polish your verbal skills is a great investment in your personal and professional “stature.” Here’s a trio of timely tips:

1 Consistently use spelling and grammar tools. Typos make a negative impression. Your word-processing software can help

eliminate them. The grammar checker can also be helpful, but don’t follow its suggestions slavishly. It’s better to develop your own strong awareness of correct grammar and diction; then hone your signature style of speaking and writing. That’s your own unique “voice.”

2 Be intentional about improving your vocabulary. Aim to learn a useful word every day. Jot down new words you come across and use them in a sentence or two. Keep them in a paper or electronic notebook, then review that source once a week. But use the words you learn not to impress, but to express.

3 Master a foreign language. This requires considerable time and effort, of course. But the world continues to shrink, and your ability to communicate with customers and/or colleagues in another language will give you an advantage. Let the linguistic culture of your region guide your choice.

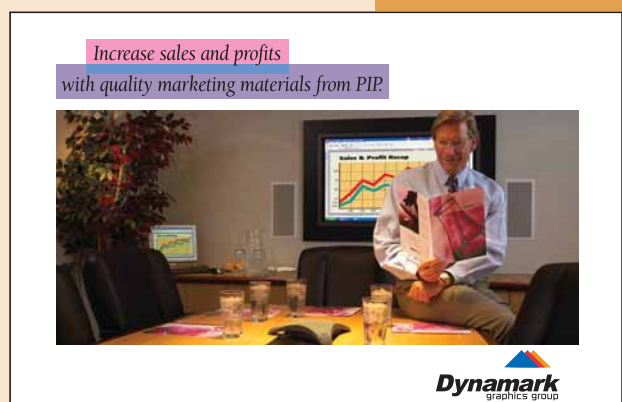
The quality of marketing materials printed at DYNAMARK reflects well on your business.

All your marketing materials, from brochures, direct mail pieces and proposals to sales presentations, need to look crisp, sharp and professional. Whether black-and-white or color, DYNAMARK ensures top quality results, even for short-run full-color printing. DYNAMARK gives your business the image that customers prefer.

DYNAMARK has all the document services to help your business thrive.

For all the documents you use, from marketing and sales materials to business proposals and training manuals, DYNAMARK has the expertise and technology to make them look more professional, be more easily managed and help you achieve your communication goals.

We’re the specialists in designing, printing, copying, finishing and managing your documents. We’ll even provide you with mailing and fulfillment services. **For document solutions that can improve your efficiency and your image, call DYNAMARK today.**



How to Plan Your Work Week in 30 Minutes

It may sound naïve to suggest that it’s possible to map out an entire week’s activity in half an hour. Still, time-management gurus insist that it’s doable. One proven approach is called the “OATS formula”:

Objectives—Write down the results you want to see by week’s end, ranking them in order of importance. As the week progresses, review this agenda and amend it, if necessary, based on daily developments.

Activities—List the steps you must take to achieve the goals you’ve set, placing the activities in proper sequence. But don’t be dogmatic. Amend your schedule as necessary.

Time—Be realistic about how long each goal-oriented activity will take, giving yourself more time than your initial projections suggest. Simultaneously, aim to beat the time you’ve allotted without sacrificing optimum results.

Schedule—Plot activity days and times on your weekly calendar. Be sure to factor in some flexibility, however. A rigid schedule can be more of a hindrance than a help.