



## **Your responsibilities when you have an e-mail address for your business.**

When somebody sends you an e-mail inquiring about your products and services, the worst thing you can do to that prospect is not answer him or her in a timely manner or answer them at all. E-mail can be a double edge sword. It can bring you business but it can also loose you business.

In the case where you don't answer, that prospect most likely won't call you because you didn't reply. They will probably form an impression that you're not professional and that can translate into a lack of confidence in you and your business. You know how important it is that you have confidence in the people you do business with – the same goes for your potential customers in how they must feel about you.

On the other side: E-mail can be a very positive factor in growing your business. It could be your first contact with that customer. When somebody walks into your showroom, you put your best foot forward. Your people greet the customer and make them feel comfortable. With e-mail you must do the same thing. Reply to their questions, invite them to come down to the shop, tell them that you look forward to meeting them – just get them into your showroom!

We suggest you assign an employee or yourself to the task of checking e-mail first thing in the morning and periodically throughout the day. Why first thing in the morning? Your potential customer was probably looking at your site last night. If they sent you a note, that means they are eager to hear back from you. Don't let them go to a competitor. How often is "periodically"? We suggest every two or three hours. Checking e-mail can be a time-suck. If you have somebody working at that workstation, consider leaving e-mail program open and minimized – most programs have an alarm when you get a new message. You'll know what's best for your business.

May we also suggest protection?

Get the latest version of any reliable anti-virus product. We use Norton Antivirus 2008 made by Symantec Corporation. We have had great success with it. It's just one good product of many on the market. Always keep your virus definitions current and up to date. You'll be happy you did someday.

Our standard disclaimer: We can't support any of these products, it's always best to seek additional information from the manufacturer's web site and ask trusted friends what they recommend.