



DARIYA DZIUBA

NEWSLETTER #1



WHAT DOES A CUSTOMER WANT?

12/06/2009

SOME CONDITIONS OF PARTICIPATION

You are welcome to join our "Business English Tips" group. In the group you will be able to communicate with other people who learn English. You will share your ideas about learning and also study something new. To make the participation more complete, I invite you to take part in the discussions and, of course, work on the newsletter during the two weeks you have.

Here are some tips of participation in the discussions:



Be polite



Answer the questions directly and post only relevant information



Check your post before sending it (please don't reply to the e-mails. Create a new message when answering the discussion question from your e-mail address)



Be understanding and accept other people's positions



Remember that we all study, so don't correct or laugh at any mistakes



Enjoy the opportunity you have



P.S. I will be very glad if you could tell other people about this newsletter. It's free, it's professional and it's about English. I'm sure that a lot of people will be glad to use this opportunity. To invite your friends join our newsletter, please, ask them to write to the following e-mail address: info@enrucafe.com

WHAT DOES A CUSTOMER WANT?

"The single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer."
Peter Drucker

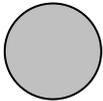
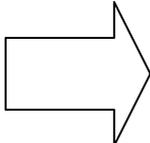
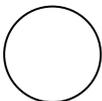
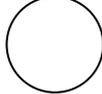
Welcome to this newsletter. It is dedicated to dealing with customers and learning what they want. I hope that it will help you practice your English language skills. Enjoy working on this newsletter. You will receive the next one in two weeks.
 Good luck.

Dariya Dziuba

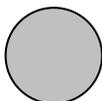
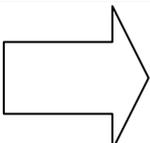
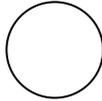
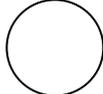
GRAMMAR: English Sentence Structure

Each sentence has a definite structure. The two main elements are: **subject (who? what?)** and **predicate (the action)**. Here are several usual schemes of an ordinary English sentence:

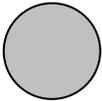
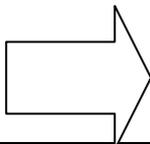
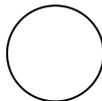
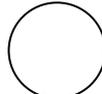
A usual sentence structure

who	does what	whom/what	with/on/to... what with	where	when
					
They	conduct	many campaigns	for gaining new customers	in the media	every year.
They	had	a lot of partners	-	all over the world	in the previous month.

A wide-spread sentence structure

where	who	does what	whom/what	with/on/to... what with	when
					
In the media	they	conduct	many campaigns	for gaining new customers	every year.
All over the world	they	had	a lot of partners	-	in the previous month.

Another wide-spread sentence structure

when	who	does what	whom/what	with/on/to... what with	where
					
Every year	they	conduct	many campaigns	for gaining new customers	in the media.
In the previous month	they	had	a lot of partners	-	all over the world.

Exercise. Put the words in order to make English language sentences. Find the keys at the end

of the document.*

1. It/important/been/has/customers/always/to/be/to/your/close.
2. let/if/know/have/you/any/Please/me/questions.
3. complaint/Only/inform/one/in/customers/will/call/and/20/the/about/company/their.
4. can/Your/needs/shock/customers'/you.
5. habits/of/your/core/of/resources/Learning/customers/is/the/changing/a/better/use.
6. is/want/what/you/to/It/understand/customers/critical.
7. contact/are/with/already/in/They/them.
8. and/distributor/have/The/possibilities/company/the/opportunity/to/use/new.
9. do/minds/you/out/what/How/is/on/find/your/customers'?
10. should/tips/help/These.
11. If/ask/to/know/out/them/customers/want/are/you/thinking,/go/and/what.

HINTS ON E-MAIL WRITING: The E-mail Structure

If you want to write professional e-mails, you should know their structure. The e-mail with explanations below will help you understand how to structure your messages. In the next newsletters we will discuss how to contact people for the first time, how to sell via e-mails, complain and so on.

To: mike@etr.com ← the receiver e-mail address

Cc: ← carbon copy - everyone sees addresses of each other; BCC - blind carbon copy (address typed here is invisible)

Subject: Re: Computers' paid ← subject line. Shows the receiver what the letter is about

Attach Files Rich Text

Dear Mike ← greeting

Thank you for your letter. I am very glad that you could pay for the computers we delivered a month ago. Everything is ok now and we can send you the other order within a week. ← always thank people for something in the beginning of your letter

Could you please send me the scanned version of the payment report so that I could send it to our accountant office? ← put some important information here

Thank you in advance. ← thank again

Best regards,
Tom Richardson
Business Development Director
www.comp.ua
phone: +38(099)788-90-67 ← the signature block where you write: your name and surname; your position, your company information and your contact data

Remember! When you tell your e-mail, you should spell each word. Here are the terms used when telling your e-mail address:

- "-" – dash
- "@" – at
- "_" – underscore
- "." – dot
- "/" – slash

USEFUL BUSINESS EXPRESSIONS: How to communicate with a customer

In this newsletter we are going to touch the topic of customers a little bit. As a result, the expressions will be connected with clients and dealing with them. Here are some clichés that can be used when talking to a customer on the phone.

Expressions that help you build relations with your customer

- * Yes, Mr. Jones, I'll be happy to do that for you.
- * All right. I'll see what I can do about it.
- * It will take a few minutes. Would you like me to call you back?
- * Thank you for waiting. I have that information now.
- * Would you spell your name, please?
- * Thank you. I'll check for you.

* I'm sorry. Mr. Smith is away from his desk. May I help you?

Expressions that drive a customer away

- * I'm sorry. I didn't get that.
- * I can't understand what you're trying to say.
- * Hold on. I'll be right with ya.
- * You're out of luck. We don't sell that any more.
- * What did you say your name was?
- * Okay. Let me see if I can find out about it from someone.
- * He's still out to lunch. I don't know when he'll be back.

Information Source: http://EzineArticles.com/?expert=Etienne_Gibbs

TEXT TO READ AND THINK ABOUT

What Do Customers Really Want? Here's How to Find Out

By PAUL B. BROWN

Published: June 9, 2009



It has always been important to be close to your customers, but never more so than now. Paul B. Brown on the changing world of small business and the colorful characters who inhabit it.

In a recession, you simply cannot afford to let any profitable customers slip away. And in this environment especially, it is easier to sell additional products to existing clients than to look for new ones.

How do you find out what is on your customers' minds? These tips should help.

BE AGGRESSIVE Yes, it sounds basic. But if you want to know what customers are thinking, go out and ask them.

Most small businesses don't, though, says Terri Schepps, [writing on TheWiseMarketer.com](http://writingontheWISEmarketer.com).

"Often corporations of all types perform passive customer analysis," she writes. "They look at why and when customers or distributors call the company. Passive analysis is essential. However, only one in 20 customers who have a complaint will call and inform the company. Occasionally a customer will deliver a compliment. With passive analysis, companies miss out on important feedback. Even fewer customers will call and report a neighbor who is also interested in the product. The company and distributor have the opportunity to tap into untapped resources by contacting their customers."

MAKE IT SIMPLE "Some small-business C.E.O.'s [put their e-mail address](#) on the company Web site so customers can contact them directly," Entrepreneur says. And many add words like "please let me know if you have any questions, concerns or suggestions" under their direct-dial phone number in every communication they send out, letting customers know they are serious about feedback.

AN INSIDE JOB One quick and effective way to find out what your customers are thinking, is to [ask your employees](#), Kevin Stirtz suggests on his blog.

"They already have (or should have) relationships with customers so it should be easy," he says.

"They're already in contact with them so it should be convenient. Make it part of their job. Train, motivate and encourage them to have conversations with customers that result in your company knowing more about what your customers want."

GO DEEP SpencerHall, a consumer research firm in Cincinnati, offers services to help you learn about your customers.

But if you are going to do it yourself, Jon Hall, the chief executive of SpencerHall, offered, at our request, these suggestions:

Focus. "The learning objectives need to be well defined at the outset. When research budgets are tight, it is critical to understand what is 'need to know' versus 'nice to know.' The research needs to clearly bring the business closer to attaining its goals."

Focus again. "In these economic times, learning the changing habits of your core customers is a better use of resources than focusing on potential or peripheral consumers."

And then focus some more. Instead of surveying a wide range of customers, consider going into greater depth with six to 10 representative ones.

Create multiple contacts. "For example, sounding boards are an online research tool that creates 'thinking partnerships' with respondents that unfold over weeks or months. This allows for a variety of activities with the same respondents, ranging from insight generation to creative brainstorming to concept evaluation."

FINAL TAKE Sometimes actually knowing what your customers want can leave you shaking your head. Consider this from [NotAlwaysRight.com](http://www.nytimes.com/2009/06/09/business/smallbusiness/09toolkit.html?_r=1&ref=smallbusiness), which tracks stories about customers behaving in odd ways. http://www.nytimes.com/2009/06/09/business/smallbusiness/09toolkit.html?_r=1&ref=smallbusiness

VOCABULARY TO THE TEXT

Inhabit – to live in a certain place. *Example:* Bears inhabit forests.

Recession – decrease. *Example:* In a recession we need to save a lot of money.

Tips – very useful advice. *Example:* I can give you some tips on how to survive at work.

Essential – very necessary. *Example:* It is essential that you understand business processes.

Entrepreneur – a businessman. *Example:* Every entrepreneur is a very creative person.

Concern – worry. *Example:* We concern about your health.

Suggestions – recommendations. *Example:* We would like to change our company structure. What would be your suggestions?

Convenient - comfortable for usage. *Example:* Is it convenient for you to meet at five tomorrow?

Encourage – motivate. *Example:* He always encourages his employees to attend trainings.

A tight budget – a budget with very little resources. *Example:* Unfortunately we cannot organize a party this year as we have a very tight budget now.

Survey – to investigate, ask. *Example:* We need to know what our customers want and that's why we have to perform this survey.

Consider – decide. *Example:* We need to consider budget figures for the next fiscal year.

Attain goals – achieve objectives. *Example:* Do you think we can attain our goals?

Unfold – to span. *Example:* Could you please unfold this document for me?

Concept evaluation – concerning ideas. *Example:* We would like to use the concept evaluation method in our survey.

*Answers to the exercise.

1. It has always been important to be close to your customers.
2. Please let me know if you have any questions.
3. Only one in 20 customers will call and inform the company about their complaint.
4. Your customers' needs can shock you.
5. Learning the changing habits of your core customers is a better use of resources.
6. It is critical to understand what you customers want.
7. They are already in contact with them.
8. The company and distributor have the opportunity to use new possibilities.
9. How do you find out what is on your customers' minds?
10. These tips should help.
11. If you want to know what customers are thinking, go out and ask them.

You can contact us via:

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- Blog (Russian version): <http://enrucafe.blogspot.com/>

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