
Swordfish Marketing
eZine no 2
April 2009

It's a funny thing when you own a dog. You love them but at the same time when it's raining outside and totally miserable, the last thing you want to do is take them for a walk.

This is the problem I have with our dog Milo. He's a Beagle you see and he loves to walk and sniff and walk and well, run away – even when it's raining.

And, this is where Milo and I have a difference of opinion. You see, I think that Milo should be a good dog, he shouldn't run away, he should stay by my side at all times and dote on me, just me – no-one else. But, he doesn't. He gets one whiff of a nice smell and he's off. Tail in the air, nose down – gone.

Then I have to trudge through the wind and rain (like last night), calling after him, cursing him and generally getting grumpier by the second because he doesn't care about me – just about that particular smell that's caught his attention.

The worst thing about this whole scenario is that after about 15 minutes of chasing after Milo, I give up and go home. The reason being is that I know for sure that the telephone will ring and it will be one of the neighbours dobbing him in. The neighbour will tell me; "Emma, your dog is in my garden scaring my cat and ripping my rubbish bags to shreds", where upon I say; "thank you Verne, John, Mr Hampton (or whoever it might be that night), I'll be right up to fetch him..."

And, when I go to fetch Milo and give my biggest apology of all, the Neighbour in question actually smiles and says – "Oh Milo, he's such a lovely Dog"... WHAT? Sorry, did I hear correctly?!

I have been pondering this phenomenon for a while now. My BAD dog Milo is known and loved by the whole neighbourhood. He chases cats, harasses little dogs, rips rubbish bags, digs up gardens, visits the neighbours kitchen without being invited, crashes BBQ parties at the local reserve and even STEALS school children's lunches right from their school bags and people STILL love him – why?

I have concluded actually that it is because he sells himself. He's a great salesman and a CRM guru. Whenever anyone goes to catch him or comes into contact with him, he gives them a large Beagle smile, a wagging tail and usually a big fat lick. He jumps up, makes a massive fuss, provides cuddles and endless attention if required and even PLAYS with you if you want. Everyone knows him within a one mile radius of our home and everyone loves him – even the school kids with no lunch and the neighbours with scratch marks on their wooden kitchen floor.

My question to you this month is. Are you looking after your customers? Do you provide them with an honest smile each time you interact with them? How enthusiastic have you been about them in the last little while? Are you looking after them? Have you been in touch, made a fuss – spent some time with them, wagged your tail enthusiastically at every interaction? By doing this, you will remind your customers that you do like them, you're still here, you're still interested and you want to do your best by them.

Milo is a pain in the butt dog, he really is; but I learnt something from him this month. It doesn't matter how bad you can be, if you're good at making a fuss of people and give them genuine attention, they'll love you for it. And, if you go to www.swordfishmarketing.co.nz you will find an article on **How to Write a Great Sales Letter**. It might just give you a good excuse to reconnect with those customers you might have forgotten about. Or, you could just cut to the chase and contact me today if you need any help or advice – I'm good at sales letters and my details are below.

Till next time.