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Organic Fabrics

The most well known organic fabric is Organic Cotton. Organic Cotton, is grown without insecticides or pesticides.

Feels Like: Standard Cotton

Characteristics:

- Biodegradable
- Hypoallergenic
- Machine washable and dryable
- Soft hand

Performance Features:

- Easily absorbs moisture

Pros: A shirt made from organic cotton saves a third of a pound of synthetic fertilizers and farm chemicals.

Cons: Organic cotton garments are sometimes offered in limited colors because traditional dyes are made from chemicals that must be avoided.

TRIVIA -- Farms and their machinery must be chemical free for three years before being allowed to call their cotton organic.

Source: Wearables, October 2008. Organic Fabrics Guide.

January Fun Facts

[National Book Blitz Month](#)

[Jan. 3rd - Chocolate Covered Cherry Day](#)

[Jan. 15th - National Hat Day](#)

[Jan. 23rd. - National Handwriting Day](#)

Improve Customer Service

Five Powerful tips

Progressive companies emphasize commitment to customer service from the top down by establishing training standards and continuously monitoring customer satisfaction. Companies that fail to implement an effective customer service program actually do a disservice to their customers and unknowingly, leave the back door open to their competitors. If you do it right, sales and service blend seamlessly and you will exceed your customer's expectations.

1. Under promise and over deliver. Develop a reputation for reliability; never make a promise that you can't keep. Your word is your bond.
2. Pay attention to the small things. Get in the habit of returning phone calls, e-mails and other correspondence quickly. Your mantra should be: follow up, follow up, follow up.
3. Stay in contact and keep good records. Take the time to jot down notes from meetings and phone calls making certain to record all relevant information. Maintain a written record of service. this is especially helpful when clients are reassigned to a new sales rep. setup a suspense system to track important contact dates such as client review calls and birthdays. Consider sending a personal note or an article of interest every six months.
4. Give your customers a promotional product. Use the power of promotional products to your advantage. Remember, the product will be around, even when you are not.
5. Establish a feed back system to monitor how your customers perceive the quality and quantity of the

service you provide. Service is not defined by what you think it is, but rather how your customers perceive its value. When it comes to customer service, perception is reality.

Source: John Boe presents a wide variety of motivational and sales-oriented keynotes and seminar programs for sales meetings and conventions. He is a nationally recognized sales trainer.

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