

SHIWANA Inc. helps companies increase revenues and improve sales effectiveness.

Shiwana's *Satisfy It!* helps you improve customer satisfaction at new and existing customers, after a sale is made. This service allows you to:

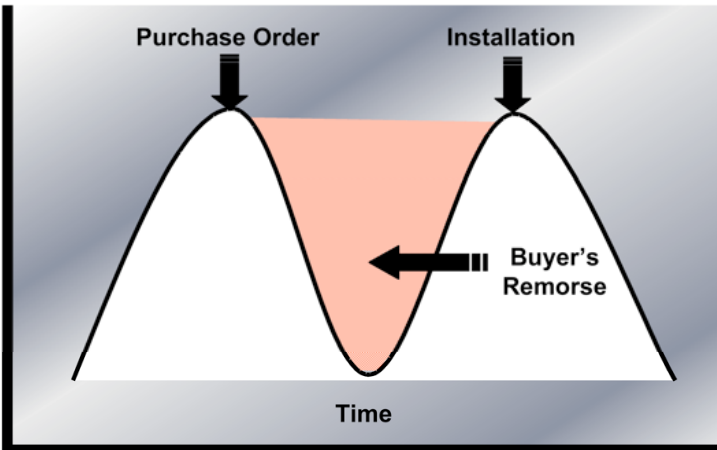
- Reinforce your value proposition
- Free your salespeople to spend more time qualifying and closing
- Let your team monitor the pulse of the customer

Salespeople need to constantly balance the time they spend on qualifying and closing opportunities vs. nurturing customers to insure their satisfaction. Why? Because salespeople know it is easier and less effort to sell an existing satisfied customer than finding and closing a new one. In a typical year salespeople spend 25-30% of their time on relationship management and resolving customer issues. Imagine the increased sales results if you could free up 2/3 of their time spent on customer issues and have it redirected to qualifying and closing.

	Existing Customer	New Customer
Existing Product	20%	60%
New Product	60%	80%

Cost of Revenue to Sell to Your Products

(Source: ChannelCorp)



Today's competition is fierce and continuous, even after a purchase order is received. How you deal with buyer's remorse after the order is placed can mean the difference between a great long-term customer, and an awful one. Thus it is imperative customer satisfaction be one of your company's top priorities. Your products and services are no longer "graded" simply on how well they perform—you are being measured on the whole customer experience, from initial contact through installation and problem

resolution. Successful companies are investing to stay close to their customers and *Satisfy It!* performs this for you consistently, while your sales team is seeking new business.

SATISFY IT!

Shiwana's *Satisfy It!* is a service that helps you to improve customer satisfaction, after you make the sale. With constant contact with your customer and an early warning on any concerns, you should never again hear you lost a sale because your customer thinks the only time he sees you is when you come to pick up an order. Satisfied customers are the best way to earn repeat orders and we provides the means to achieve this.

CONTACT US to learn how we can "Turn your Customer's Satisfaction into Gold"