

Untapped Wealth Discovered

JEFF N. MARQUIS,
KERRY J. HARRISON

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CUSTOMER SERVICE IS YOUR KEY TO GREATER INCOME

By Jeff N Marquis and Kerry J Harrison

There are too many businesses who forget that customer service plays a very important part when customers decide whether or not they are going to continue to do business with a certain company or individual. So many of us are too taken up with selling our products and services that we often forget all about taking care of our customers.

We are going to give you a few free tips on why customer service can hold the key to bringing you more profits and it all has to do with some very important markets that many of your competitors are not paying attention to as yet. The United States Government is paying attention though, and so too are many other Governments around the world. They are all paying attention because of the seismic shifts in our societies that are being caused by such factors as: A rapidly aging population, an increase in disabling diseases such as diabetes, cancer, and heart illnesses, and an increase in the number of victims due to war and terrorist attacks. In addition, we have to deal with runaway freight train trends such as the rapid changes in technology, the Internet, and global trade.

Did you know that by the year 2010 60% of our population in North America will be our seniors? Did you also know that they will probably be in possession of 70% of our banking assets? And could you imagine what the stats for the rest of the world will be at that time? In addition, it was estimated that at the end of 2002 there were about 750 million special needs persons worldwide and 55 million of them were living in the United States. These 55 million persons had an estimated gross income of one trillion dollars.

Then just to get you thinking a bit more, it is estimated that by the end of 2005 there will probably be about one billion Internet users worldwide and they along with all of the others that we have mentioned to you depend heavily on customer service to help them make up their minds as to whether they will do business with you or not. To round out the picture we will mention the global community of those whose first language is not English and they too are heavily dependent on reliable and efficient customer service.

What we are saying is quite simple. Many of these

persons or almost all of them require some sort of customer service plus additional attention from your customer service reps. You have to ensure that your customer teams are well trained, patient, and well schooled in the knowledge that they impart.

In the case of our seniors and our special needs persons they are looking for some little extra help from your customer support teams. If they find that your teams are either impatient or are not willing to provide that extra help, they will go elsewhere. If you don't train your team to understand their needs and demands they will take their business elsewhere.

Similarly, if our diabetic consumers are unable to find knowledgeable customer reps at one business location they will definitely go elsewhere and we need to remind you that this group of consumers is increasing rapidly worldwide. As of 2003 there were about 171 million global diabetics 18.2 million of them were Americans, and they are telling us that this stat would probably reach 228 million by 2025.

You can start to remedy this now. Provide your customer support teams with specialized training. Send them on courses which will teach them how to deal with our seniors and our special needs persons, our diabetics, our Internet users, and our global traders. You need to work on convincing them that these are the markets of tomorrow and if they don't understand these markets then they will be out of jobs much sooner rather than later.

Our seniors in particular will be looking for that extra customer support from you. Remember now they are the ones who will be able to influence Governments around the world because of their financial assets and they have already started to do so. Don't ignore this trend, start acting and you will be smiling when you see that your customer base starts to increase.

You can learn more about the dimensions of these very lucrative and untapped markets, how to stay ahead of your competition by discovering these markets before they do, how to become indispensable experts who will be paid big dollars for their expertise, and much more by purchasing a copy of the book "Untapped Wealth Discovered" (the safest and richest untapped markets of the 21st century)" written by us.

From the book jacket:

[UNTAPPED WEALTH DISCOVERED](#)

Some of the safest markets you will ever find. A simple guide as to how you can discover those safe, but hidden, niche and untapped markets that will enable you to generate real income for as long as you require.

Critics declare, "[UNTAPPED WEALTH DISCOVERED](#) is the book to read for anyone ready to be financially secure." If that statement intrigues you, read on.

"Are you tired of working for someone else and not being recognized by your boss or your colleagues for your efforts?

Do you feel that your career is stalled and has nowhere to go?

Are you concerned that you may soon be laid off or down-sized because of present economic conditions?"

If you answered yes to any of these questions, the best seller "[UNTAPPED WEALTH DISCOVERED](#)" is must reading for you.

Authors Jeff N. Marquis and Kerry J. Harrison are consultants to the American government, entrepreneurs and large corporations; and motivational speakers in demand across North America, as well as in Britain and Europe. They have charted a course to success for everyone from the soon-to-retire professional to the housewife-at-home; from the student looking for a part-time job to the woman at home on maternity leave. This course is mapped out and ready for anyone ready to grab the brass ring.

In the authors' words, "We are going to help you make successful use of our strategies to discover wealth in the four global markets that will never be affected by inflation or deflation. These markets are the safest and most long-lasting you will ever encounter. The crucial factor is for you to determine whether or not you are ready to embark on a venture as important as this. Those who have chosen to follow our recipes for success have been enjoying solid, handsome profits. Our corporate and business clients regularly experience from 10% to 40% growth annually."

If you're up for the challenge, and ready for success, get yourself a copy of this little gem, "[UNTAPPED WEALTH DISCOVERED](#)" and start reading!

Kerry J Harrison has already written a best seller called "Untapped Wealth" that sold over 10,000 copies in a

little over a year and we can tell you that this book pales in comparison to "[Untapped Wealth Discovered](#)."

Visit <http://www.untappedwealth.com> to learn more. Don't deny yourself the unique opportunity to learn about markets that are just waiting for you to take advantage of their potential.

