

# March Customer Newsletter



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SATISFYD has expanded services to meet customer needs. Contact our Marketing Manager, Christine Lockwood to receive more information on:

- [SATISFYD Guarantee](#)
- [Dealer CEM Consulting](#)
- [Taking your Business to the Next Level](#)
- [Top Dealer Award](#)

## SATISFYD Application Enhancements

We are pleased to announce the following new features. As we continue to innovate, this newsletter is one of the ways we will keep you in the loop on all of the new technology we have up our sleeves. Keep talking – we are listening! Please send your valuable feedback to [support@satisfyd.com](mailto:support@satisfyd.com).

Click the following links to learn about each new feature!

- [New Custom Report](#)
- [New Activity Log](#)
- [Survey Attachments for Paper Surveys](#)
- [Survey Attachment Search Criteria](#)

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## Upcoming Events

### [Behavioral Change Webinar](#)

More Details to Come!  
May 2014

## Tip of the Month

-Ryan Condon, CEO-

### *Dealing with the Indifferent Customer...*

Most often customers who don't buy your product or services are not objecting to your proposal. They're simply not placing your priorities in alignment with theirs. We define this customer attitude as indifference.

The indifferent customer is best dealt with when the product or service defined in the sales proposal creates envy. Envy is most often the anecdote to for indifference and procrastination too. Indifference and procrastination are proven to be the top two sales road blocks in advancing to the contract.

So... How do we create envy?

SATISFYD will work with you to use your customer feedback... and some of your success stories to turn objections into envious prospects and long term customers.

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