

4 Reinforcement Stage Worksheet

**For: *The Streetwise Guide to Relationship Marketing on the Internet*
Section 1, Chapter 8**

Purpose

Use this sheet to develop ideas that will encourage customers to become customers for life. Ask question like: "How can you show your appreciation for their purchase?" Equally important, ask: "What additional products or services are customers likely to need to purchase in the future?" "What should they have purchased that they didn't originally purchase?" "What supplies or upgrades are they likely to need?"

Project _____

Date _____

Your name _____

Stage 4: Reinforcement			
	Open Content	Premium Content	E-mail announcement
<i>Idea 1</i>			
<i>Idea 2</i>			
<i>Idea 3</i>			
<i>Idea 4</i>			
<i>Idea 5</i>			

Stage 4: Reinforcement			
	Open Content	Premium Content	E-mail announcement
<i>Idea 6</i>			
<i>Idea 7</i>			
<i>Idea 8</i>			
<i>Idea 9</i>			
<i>Idea 10</i>			
<i>Idea 11</i>			
<i>Idea 12</i>			