



CPC News December 3, 2008

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Real Estate

Holiday Business After Hours Thursday, December 4th!

Please join us this Thursday, from 5:00 – 7:00pm, at Castle Rock Bank for our final Business After Hours of 2008! Castle Rock Bank is located at 506 Castle Pines Parkway. The bank is collecting non perishables food items for those in need. If you're able to bring a few items to contribute, the bank would appreciate your support.

Holiday After Hours Invitation

Hope to see you there!

Holly Jolly Breakfast with Santa

There are still a few seats remaining for the 8:00am Breakfast with Santa. The event will be held at The Ridge at Castle Pines. Please contact Wendy Wells at 303-688-6200 if you and your child are interested in attending. A very special thank you to our sponsors: GreenEarth Cleaners, Castle Pines Orthodontics, IREA, Colorado Center for Photomedicine, Canyon Ridge Chiropractic, The Ridge at Castle Pines and CH2M Hill.

Business Tips

Seven Ways to Create Customers

Using these seven avenues, you will connect with your customers, creating extreme customer service and loyal ambassadors for your brand.

E-MAIL - E-mail is the most crowded and overused, but the most expected, so if you're going to send an e-mail make it personal and never send spam or junk mail. Always include your contact information and logo in your signature.

TELEPHONE - The telephone, which can sometimes be viewed as weighing 100 pounds, is your link to building rapport. In the age of quick e-mails, the phone can be a welcome channel for making connections.

SNAIL MAIL - Sending a handwritten letter, card or note can go a long way in creating long-term customers and offering extreme customer service. You can almost guarantee that your handwritten card will be opened, especially if it's personal.

FACE TO FACE - A client doesn't care how much you know until they know how much you care. Drop in and visit, set up a coffee date, give them leads, ask them how you can serve them better.

INVITATION - Inviting your customers to an event is a great way to reconnect. If it's been a while since they've seen you, heard from you, or purchased from you, invite them to an event.

FOLLOW UP - Every customer interaction is an opportunity to re-engage them in conversation or bring them further into your sales process. Develop a strategic follow-up plan that is automatic - not automated - that you consistently use.

REWARDS - Reward your customers for sharing your name. Be excited when someone sends you a lead. Encourage them to do it again with bribery. If they talked about you once, you can get them to do it again, if you treat them right.

Provided by Angel Tuccy, owner of Experience Pros & SBDC

Special 2-for-1 Ticket Offer to Chamber Members: An Evening of Piano with Alice Rybak at Cherokee Ranch & Castle.

Join us on Friday, December 5 at 6:30 p.m. for an evening of solo piano works from the Lamont School of Music Chair of Keyboard, Alice Rybak. Tickets are \$105 per couple (special offer) and include complimentary wine tasting, cash bar, dinner buffet, tours of the Castle, the performance, dessert/coffee reception and conversation with Alice Rybak. Plan ahead and take advantage of this special offer for Chamber Members. Seating is limited. For tickets, please call 303-688-4600.

Would Your Business Like to Host a Business After Hours in 2009?

Networking (relationship building) is an important part of a successful marketing plan. It is also critical for developing a sense of community with a common goal. Business After Hours provides local businesses with a prime opportunity for building valuable relationships while showcasing their facility, services, staff and products. If you are interested in hosting a

Business After Hours in 2009, please contact Sharon at 303-688-5656 or Sharon@castlepineschamber.com.

Questions or Suggestions... Please feel free to contact us anytime.

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