



Diskeeper Download

3 messages

Fri, Sep 29, 2006 at 12:02 PM

To: tian

Tian,

I've tried to contact you a couple of times regarding the download that you recently did of Diskeeper. To tell you the truth when I look at the data you left on the Download I don't feel that your particularly interested in Diskeeper for purchase but it is my job to contact you and make sure that the product performed to you satisfaction.

I'm not asking a lot but I would like to hear from you about your experience.

Thank you,


Corporate Sales Rep

Diskeeper Corporation
7590 N. Glenoaks Blvd.
Burbank, CA 91504
www.diskeeper.com


Diskeeper® Corporation
The Number One Automatic Defragmenter™

Tian <tiangotlost@gmail.com>

Fri, Sep 29, 2006 at 1:22 PM

To: 

Dear 

Thank you for all your emails.

Frankly, I am quite annoyed with the way you have been pestering me regarding the demo copy or copies of Diskeeper software I have downloaded. I understand it is part of your job to keep a close

contact with potential clients, especially after we have downloaded demo copies of your software. But, when someone does not reply to your inquires, most likely there are three reasons:

1. We are no longer interested in your product. Perhaps your competitors have offered us better deals, or we have found other solutions.
2. We are busy with other projects, replying to your inquire has the lowest priority on our to-do list. If we get really annoyed, a quick "no" reply would only take few seconds.
3. Getting bombarded with "I am just checking in" emails have made your sales-pitch seem desperate, thus forces us to delay our decisions until further evaluation.

When I filled in my contact information in Diskeeper's download page, I did it as professional courtesy. However I did not expect pestering emails like the ones you have sent. They almost sounded like a dumped ex-girlfriend/boyfriend seeking reunification. Clearly we can see who did the actual "dumping".

I am certain that you are a much better sales person than I could ever be, but I thought I would share some tips with you:

1. Don't ever pin the customer into a corner. In sales, when the customer is pinned between making a decision of buying or not buying, unnecessary pressure would push the customer to choose No. The golden rule of sales – The person who has money still in his pocket has the absolute power.
2. Offer alternatives from competitors. This concept may sound dumb, but in practice it is very effective. Since Diskeeper is not the only software out there that does disk defragmentation, in the emails you sent out, you should include information on your competitors' products. Show the customer the weak points and strong points between your product and others. When in doubt, think Progressive, the auto insurance company.
3. Don't abuse the potential customer contact information. Having a place for customers to filling their contact information is a good way to monitor and collect sales data, but it is a double-edged sword. People communicate with each other fast and often. Many successful businesses are based on the principle of "Word-of-Mouth" advertising. In today's digital age, it is "Word-of-Email" or "Word-of-Blog". Any thing negative or positive about company or product will be public within minutes.

I think I have said enough, or more than what you wanted to hear.

Before I end this, I would like to reply to your original questions. Diskeeper is a good product. There was one instance where I could not run it due to a "diskeeper can not be initialized" error. I have contacted Diskeeper's tech support, but I did not get prompt response. After search on the web, I discovered there is a glitch in either Diskeeper or Microsoft Windows 2000/XP, where the Page File size has changed to zero.

Sincerely,

Tian

[REDACTED]

Fri, Sep 29, 2006 at 1:38 PM

To: tiangotlost@gmail.com

Tian,

Believe it or not I appreciate your frank and blunt response. In looking back at my email to you today I ask for and got exactly what I deserved. I will not offer some weak reason for my email let us just agree that it was not professional to have sent it and I'm offering my apologies.

I won't waste your time trying to address the points you made as we both know they are valid. However on thing you need to know about Diskeeper is that we do not compare ourselves to any product on the market without first having contact with the potential customer and learning about their needs. Frankly if someone were to send me something about a competitor unsolicited I would instantly be more interested in them then ever before. Pointing out weakness or even differences is not what Diskeeper is about we work with each client to help them through the evaluation period and then if the customer determines Diskeeper is the best fit we assist them in the sale. I say assist because I do not sell this direct once you determine the need it is turned over to your reseller of choice.

In closing please accept my apology for having wasted your time. Should you need anything from Diskeeper in the future I will be more then happy to assist you.

[REDACTED]
