



Shenoa & Company...Education & Customer Satisfaction Equals Huge Sales!

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Online diamond wholesaler Shenoa & Company understands the mantra of 100% customer satisfaction and education is paying dividends with a huge jump in sales.

PR9.NET March 05, 2008 - New York, NY – Shenoa & Company, is enjoying a big return on their investment. Several weeks back, we detailed the different bench marks and touch points that Shenoa Diamonds was putting into action so that they can maintain and increase their market share during these turbulent economic times.

"One of our biggest goals is to increase the knowledge of our clients and staff which will significantly increase sales, specifically repeat sales," notes Scott Cowan, COO of Shenoa & Company.

Team Shenoa has slowly blended the necessary action items that are needed to accomplish this initiative. "The goal of education will be an ongoing initiative that will have to be adaptable to our core mission and executable with the staff and resources available," comments Blane Perun, VP of Online Marketing.

The mission is more than increasing sales. The idea of just going for the dollars is a short-sided trap that a lot of companies have fallen into. Shenoa and Company is using their savvy marketing team to launch several new strategies that will enable Shenoa to increase new sales but more importantly, continuing to increase the number of sales from existing clients.

One of the strategies that Shenoa and Company is seeing great results is the continued education of customers and clients. "Our staff has/will be given ongoing training on all the best practices and information, needed to assist customers to make an informed decision. This process instills confidence in the sales staff, which in turn gives the client the security and knowledge to make an informed purchase," explains, Scott Cowan, COO of Shenoa & Company.

Shenoa & Company is working feverishly to take this knowledge transfer, one step further. As anyone knows, it's easier to increase sales by repeat business. " We have seen a real surge in repeat sales over the last few months. This is a direct result of talking and understanding our customers to find out their likes and dislikes, and give us the positive and more importantly the negative feedback so that Shenoa & Company can reach the next level!" exclaims Blane Perun, VP of Online Marketing.

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About Shenoa&Company

Founded in 1980, SHENOA & CO. is one of the fastest growing online retailers of certified diamonds and fine jewelry. SHENOA & CO. Online is built on a simple idea: purchasing quality diamond jewelry does not have to be an expensive event. www.shenoadiamonds.com

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