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As an entrepreneur, you should show value for customers ' assets. The services may include offering your customers discounts, friendly refunds, exchanges, or repairs if the product does not align with their expectations, free transportation on return items, and comprehensive warranties.

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1. Take simple steps to create huge customer confidence. You want customers and potential customers to be completely confident in you, what you offer and your ability to deliver it. At the core, creating that confidence often takes nothing more than a few small actions on your part.

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