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A Revolutionary Approach to Customer Service

Ken Blanchard
Sheldon Bowles



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Raving Fans Kenneth Blanchard, Kenneth H. Blanchard, Sheldon Bowles, 2004 Shows listeners how to define a vision learn what a customer really wants institute effective systems and turn customers into raving and spending fans

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Servant Selling Bernard Smalls, 2005-10-14 Servant Selling may seem like an oxymoron in the competitive world that we live in but it is actually a sound concept that works Most sales people see selling as a fight for the checkbook with the customer where the salesperson and customer are in an antagonistic relationship This is the general attitude of most sales people that struggle from month to month for a paycheck It does not have to be that way for you This book holds key concepts of how to do it right and prosper in the world of professional selling

Kaching Auto Sales Training Manual Bernard Smalls, 2004-11-17 The complete automotive sales training process that will make you big bucks Learn the psychology of auto sales selling in the 21st century the art of negotiations creating raving fan customers and much more

Never Lose a Customer Again Joey Coleman, 2018-04-03 Award winning speaker and business consultant Joey Coleman teaches audiences and companies all over the world how to turn a one time purchaser into a lifelong customer Coleman's theory of building customer loyalty isn't about focusing on marketing or closing the sale It's about the First 100 Days after the sale and the interactions the customer experiences While new customers experience joy euphoria and excitement these feelings quickly shift to fear doubt and uncertainty as buyer's remorse sets in Across all industries somewhere between 20% 70% of newly acquired customers will stop doing business with a company within the first 100 days of being a new customer because they feel neglected in the early stages of customer onboarding In *Never Lose a Customer Again* Coleman offers a philosophy and methodology for

dramatically increasing customer retention and as a result the bottom line He identifies eight distinct emotional phases customers go through in the 100 days following a purchase From an impulse buy at Starbucks to the thoughtful purchase of a first house all customers have the potential to experience the eight phases of the customer journey If you can understand and anticipate the customers emotions you can apply a myriad of tools and techniques in person email phone mail video and presents to cement a long and valuable relationship Coleman s system is presented through research and case studies showing how best in class companies create remarkable customer experiences at each step in the customer lifecycle In the Acclimate stage customers need you to hold their hand and over explain how to use your product or service They re often too embarrassed to admit they re confused Take a cue from Canadian software company PolicyMedical and their challenge of getting non technical users to undergo a complex installation and implementation process They turned a series of project spreadsheets and installation manuals into a beautiful puzzle customers could assemble after completing each milestone In the Adopt stage customers should be welcomed to the highest tier of tribal membership with both public and private recognitions For instance Sephora s VIB Rogue member welcome gift provides a metallic membership card private recognition and a members only shade of lipstick for public display In the final stage Advocate loyal customers and raving fans are primed to provide powerful referrals That s how elite entrepreneurial event MastermindTalks continues to sell out their conference year after year with zero dollars spent on marketing By surprising their loyal fans with amazing referral bonuses an all expenses paid safari they guarantee their community will keep providing perfect referrals Drawing on nearly two decades of consulting and keynoting Coleman provides strategies and systems to increase customer loyalty Applicable to companies in any industry and of any size whether measured in employee count revenue or total number of customers implementing his methods regularly leads to an increase in profits of 25 100% Working with well known clients like Hyatt Hotels Zappos and NASA as well as mom and pop shops and solo entrepreneurs around the world Coleman s customer retention system has produced incredible results in dozens of industries His approach to creating remarkable customer experiences requires minimal financial investment and will be fun for owners employees and teams to implement This book is required reading for business owners CEOs and managers as well as sales and marketing teams account managers and customer service representatives looking for easy to implement action steps that result in lasting change increased profits and lifelong customer retention

Wisdom in a Traffic Jam Angella Luyk, 2011-03-25 Finally An entrepreneurial starting point for real people Do you have an entrepreneurial dream Are you a small business owner determined to grow against all odds *Wisdom in a Traffic Jam* is your practical how to manual that takes the guesswork out of starting and developing a successful small business It s your GPS system for the professional world Written in a conversational down to earth style author Angella Luyk provides real life advice and business navigation skills based on true experiences with small companies and people who started where you are today people who were full of ambition and a touch of self doubt You ll get Answers to

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Small Business Big Pressure Darryl W. Lyons, 2015-12-01 Small Business Big Pressure is the only book written by a small business owner for the small business owner that truly addresses the unique pressures faced daily by small business owners Darryl is an entrepreneur from a family of entrepreneurs who has spent years advising entrepreneurs and small business owners In Small Business Big Pressure his unique perspective is evident

Raving Fans!, **Find Your Next: Using the Business Genome Approach to Find Your Company's Next Competitive Edge** Andrea Kates, 2011-10-18 THE NEXT BIG THING IN BUSINESS INNOVATION FROM THE NEXT GENERATION S BRAND WHISPERER What can an oil company Pennzoil learn from a great place to hang out Starbucks to create a new customer experience Jiffy Lube If you're a manager an executive or an entrepreneur you understand that your business is unique with its own challenges and rewards But thanks to the new science of the Business Genome process you'll be surprised to see how many businesses share a similar genetic structure And by understanding what works and what doesn't for your business's genomic type you can play to your strengths adapt to your weaknesses and change the course of your company's future Business Genome project creator Andrea Kates calls it Find Your Next a field tested customized blueprint for mapping out your business DNA in four powerful steps 1 Sort through your options and assess your hunches 2 Match your genome to other successful business models 3 Hybridize your company by grafting new ideas with proven successes 4 Adapt and thrive by breaking old habits and starting new trends This high impact transformative guide walks you through every step of the process combining intuition and experience with statistical data and fascinating case studies You'll learn

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