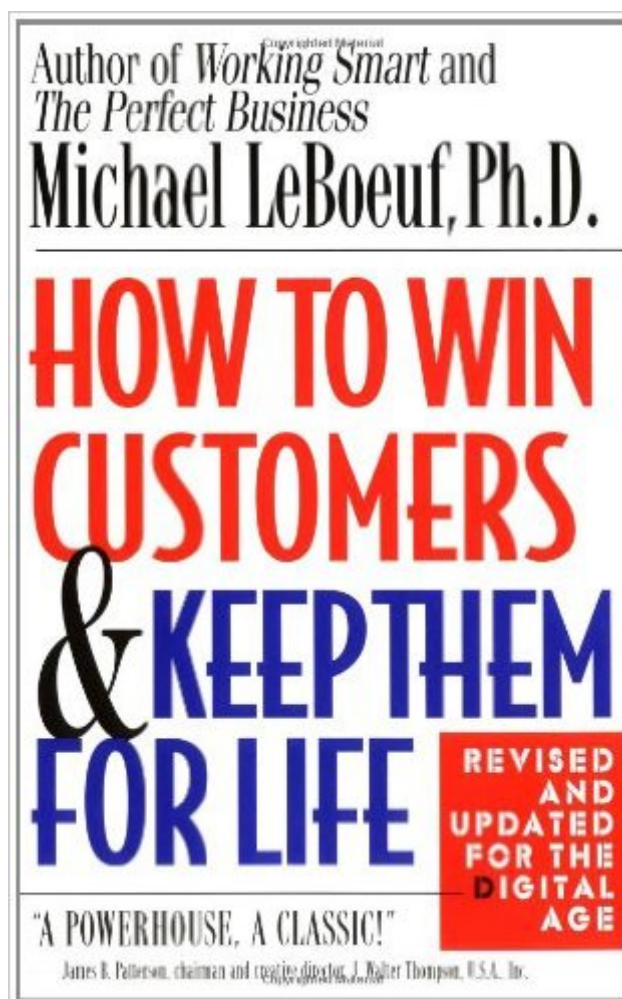


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# How To Win Customers And Keep Them For Life, Revised Edition



## Synopsis

"A powerhouse, a classic."--James B. Patterson\*, bestselling novelist and former Chairman and Creative Director of J. Walter Thompson, U.S.A., Inc."An invaluable, easy-to-follow blueprint for winning, serving and keeping customers...This book is a must for any business." --Jere W. Thompson, President and CEO, The Southland Corporation  
Michael LeBoeuf, one of the nation's foremost business consultants, presents a hard-hitting, action-ready rewards-and-incentives program for creating a winning sales team. This classic no-nonsense guide is completely revised and updated for today's computer-driven world. It contains everything you need to know about successful selling and--most important of all--how to win customers for life."I've always believed that it's a mistake to separate selling, managing and service from each other. How to Win Customers and Keep Them for Life is an easy-to-follow guide for putting them together with great results." --Ed Flanagan, President, Sales Marketing Executives--Greater New York

## Book Information

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## Customer Reviews

I initially read this book almost ten years ago, I was impressed then. I have read many books since and reread the book a few days ago. I'm even more impressed now. It is the "benchmark" in customer service. An honest, logical, and reasonable approach to customer service. Follow the suggestions, you and your customers will benefit. I e-mailed the author with a question and guess what. I got an answer within HOURS. Finally a guy that "walks his talk".

One of the deadliest mistakes in small business (even worse in large corporations) is to ignore your "back end" sales. By "back end" I mean additional (larger) sales made to your customers. The only way to continue to market to your customer base is if they are happy with you. Dr. Michael LeBoeuf has spelled out a plan for turning "satisfied" customers (those quiet customers who never complain) into "loyal" customers (those customers who are hyper-responsive to your offers). I especially enjoyed the startling statistics in the "Something to Think About" section. It points out in a dramatic fashion just how much money dissatisfied customers can be costing your business and how hard it is to detect unhappy customers. I give this book my highest recommendation...especially to small business owners.

This is simply the greatest book ever on how to treat customers the way they should be treated, how to handle potential problems, and how to capitalize on it all. In the future, I will be sure to use the practical, no-nonsense advice given by Michael LeBoeuf. His business management and customer service related masterpieces should make up any part of a manager or sales analyst/manager's business bookshelf. His books are not only helpful to those with their own business or those involved with sales or managing a business, but are important for use in everyday life and how to treat people. The popular mantra associated with this book is simple, yet profound: "What gets rewarded, gets done".

I am surprised there are not more reviews of this book. It is a classic. Anyone who sells or owns a business or has a customer should read it. The following is an excerpt from my blog on it. Just for background, I started my business from scratch years ago so had just me and my car and built it to hundreds of staff and now over \$1 Billion in sales. Awesome book. I need to figure out how to apply the lessons to a larger company. The lessons apply perfectly to a small company that sells to the public. Makes me think I should start a small business. The same principals apply to a larger company like SYNEX. People often ask me what the secret to computer distribution is. The answer is summed up by a quote from the book: "everyone is trying to accomplish something big not realizing life is made up of the little things" (Quote by Frank Clark). Distribution is all about the little things.

I was recommended this book with my recent promotion. I was not sure I would enjoy it but okay. I purchased one and before I got half way through with the book I was purchasing 15 more. For some co-workers and maybe some future co-workers. Just when I thought I knew all I could possibly know

about customer service; This book puts it all on a whole new level. If you are in the restaurant business, purchase one now. After-all, all you have to gain is more happy customers.

This is an absolute must read for all small business owners. I've had my own small manufacturing business for 19 years and I can assure you - THERE IS SO MUCH TRUTH IN THESE PAGES THAT YOU IGNORE IT AT YOUR OWN PERIL. Plus, Michael LeBoeuf is an excellent writer. Buy it!

Our entire company was required to read this book as it offers solid basic information on how to win customers and keep them for life. This book will affect you on a personal level. A must for any sales person.

The book was fun to read and informational. While I already was familiar with a lot of the information I did pick up a few new things that I'm now using. I'm having all of my staff read the book and I'd recommend it.

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How to Win Customers and Keep Them for Life, Revised Edition Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know The Illustrated Guide to Chickens: How to Choose Them, How to Keep Them Essential Spices and Herbs: Discover Them, Understand Them, Enjoy Them Angel Customers and Demon Customers: Discover Which is Which and Turbo-Charge Your Stock Mommy, Where Do Customers Come From?: How to Market to a New World of Connected Customers Insurance Cross Selling: How to Make More Money and Keep Your Customers Longer Hug Your Haters: How to Embrace Complaints and Keep Your Customers Snap Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less Uncommon Service: How to Win by Putting Customers at the Core of Your Business China's Super Consumers: What 1 Billion Customers Want and How to Sell it to Them Small Time Operator: How to Start Your Own Business, Keep Your Books, Pay Your Taxes, and Stay Out of Trouble (Small Time Operator: How to Start Your ... Keep Yourbooks, Pay Your Taxes, & Stay Ou) Keep Talking German Audio Course - Ten Days to Confidence: Advanced beginner's guide to speaking and understanding with confidence (Teach Yourself: Keep Talking) Heads I Win, Tails I Win: Why Smart Investors Fail and How to Tilt the Odds in Your Favor The Dressmaker of Khair Khana: Five Sisters, One Remarkable Family, and the Woman Who Risked Everything to Keep Them Safe Cactus: The

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