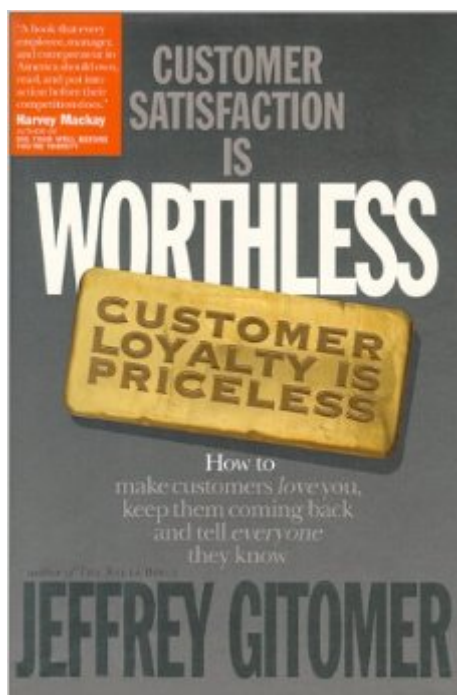


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# Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How To Make Customers Love You, Keep Them Coming Back And Tell Everyone They Know



## Synopsis

Nationally syndicated columnist and sales trainer, Jeffrey Gitomer shows you how to convert satisfied customers into loyal customers.

## Book Information

Hardcover: 288 pages

Publisher: Bard Press; 1 edition (June 12, 1998)

Language: English

ISBN-10: 188516730X

ISBN-13: 978-1885167309

Product Dimensions: 6.5 x 1.1 x 9.5 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (159 customer reviews)

Best Sellers Rank: #71,966 in Books (See Top 100 in Books) #95 in [Books > Business & Money > Marketing & Sales > Customer Service](#) #145 in [Books > Business & Money > Marketing & Sales > Advertising](#) #425 in [Books > Business & Money > Accounting](#)

## Customer Reviews

I've been a longtime fan of Gitomer (so you should know my bias going in). I'm not sure what book some of these reviewers read, but they didn't read THIS book. I've been in sales for 28 years and can tell you that Gitomer GETS IT. He's not your rah-rah guy. Rather he's in your face, telling you how stupid it is to do some things, telling you how stupid it is NOT to do other things and always telling you that if you don't provide VALUE, then you ain't got Jack! Full of practical advice and the constant urging to use your brain so you can be CREATIVE. Gitomer has fun and expects those who serve customers to have fun, too. One simple illustration Gitomer uses in his public presentations tells you a lot about his approach to customer service and business building. He talks about how he's greeted at the numerous hotels he checks into each year. Normally, it goes something like this, "Checking in?" (To which the bald Gitomer is tempted to respond, "NO, I'm here for my hair transplant.") He appropriately argues that the front counter clerk could just as easily say, "You look like you could use a nice, comfortable room. We've been waiting for your arrival. Welcome!" How much more effort would that take, argues Gitomer? None, it just takes a little bit of creativity and paying attention. He's right and we all know it. Clear, concise, easy to read, easy to think about and inspiring to make happen in your company. I can't recommend the book enough. I give away more copies of this book than any other and I give away lots of books. Just don't give it to

your competitor!

If my book was kidnapped and held in Afganistan for 10,000 bucks ransom, if it was the only copy left in the world, I'd rescue it. By chapter 5, I had saved a huge sale from going sour. This book has done some amazing things for my company's sales. Not just the book, but some effort on my part. Very little effort. The principles in this book are so easy to put into immediate action, you'll wonder why you haven't thought about this stuff already. Even if you've stayed in Ritz Carltons and shopped in upscale stores, you'll never completely learn what makes it all come together. This book sheds some light on service. This book was extremely enjoyable to read, but the real enjoyment comes after you're done reading and you put this stuff into action. Seeing the smiles on customers' faces, hearing their amazement on the phone when you just try a little harder. Spend just a few minutes extra. The things in this book cost little or no money, and even if they do cost money, you'll want to do them anyway. Performing the principles in this book has become a hobby. It's fun, it changes the way you look at work. At times I want to screw up orders, just to fix them! I can't believe the attitude overhaul I've gained from this book. I've bought this book for all the business owners in my family and now we all get together and try to blow each other away by how we are creating memorable service. You'll want to knock their socks off, even if you have no desire to do it before you read this book, you will after, or even half way through.

This book is only for those who wish to give the most outstanding service possible...those who want to hear "WOW!" again & again. The book is clear, easy to understand, and humorous. It's also hard-hitting & forces the serious service provider to take a hard look at themselves and their businesses. I gave a service orientation for my co-workers based largely on the contents of this book. The results were astounding. Even the most jaded of our service providers were overflowing with questions, comments and excitement. Anyone who works with the public should read this book. Just a note: If you are curious as to what happens if you take the opposite approach, check out another great book, "It's Not My Department" by Peter Glenn. The examples in his book spotlight a lot of the "customer service nightmares & horror stories" that tend to occur when apathy is the prime emotion guiding service.

This is a nice and basic book about customer service. It's the type of book to carry around and read and refresh. I'm glad I bought it and frequently re-read it. His basic principles are not surprising, provide excellent service, anticipate needs, but his execution is impressive. My only criticism is that

he does not address some of the tough issues and problems.1. Many use the 80/20 rule, the best 20% of your customers provide 80% of your business. But Gitomer says everyone gets treated great, presumably on a first come first serve basis. Treat everyone like your grandmother Gitomer reasons. But what do you say to the staff person who spent 2 hours servicing an older woman on a small account and neglects her other work.2. He suggests customer service is critical, and says customer value it highly in surveys. Yet many of us are irritated when we cannot get good free technical service on software or hardware. However, the trend has been to reduce free service, and charge for this. Are all the companies who are in business wrong, or do people say one thing and buy based upon another- touting the virtues of customer service in surveys but buying based upon price (which means services must be limited).3. As someone else noted, he does not talk about the difficult customer. In my business to improve morale, I tell my staff they can recommend that a prospective new customer be rejected if looks difficult. Catering to difficult, overbearing people is the way to waste time and lose money. Determining which customers are reasonable and eliminating the bad apples is something the book should address. In short, buy the book, read and re-read it, but recognize its limitations, and let's hope Gitomer writes an advanced course.

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