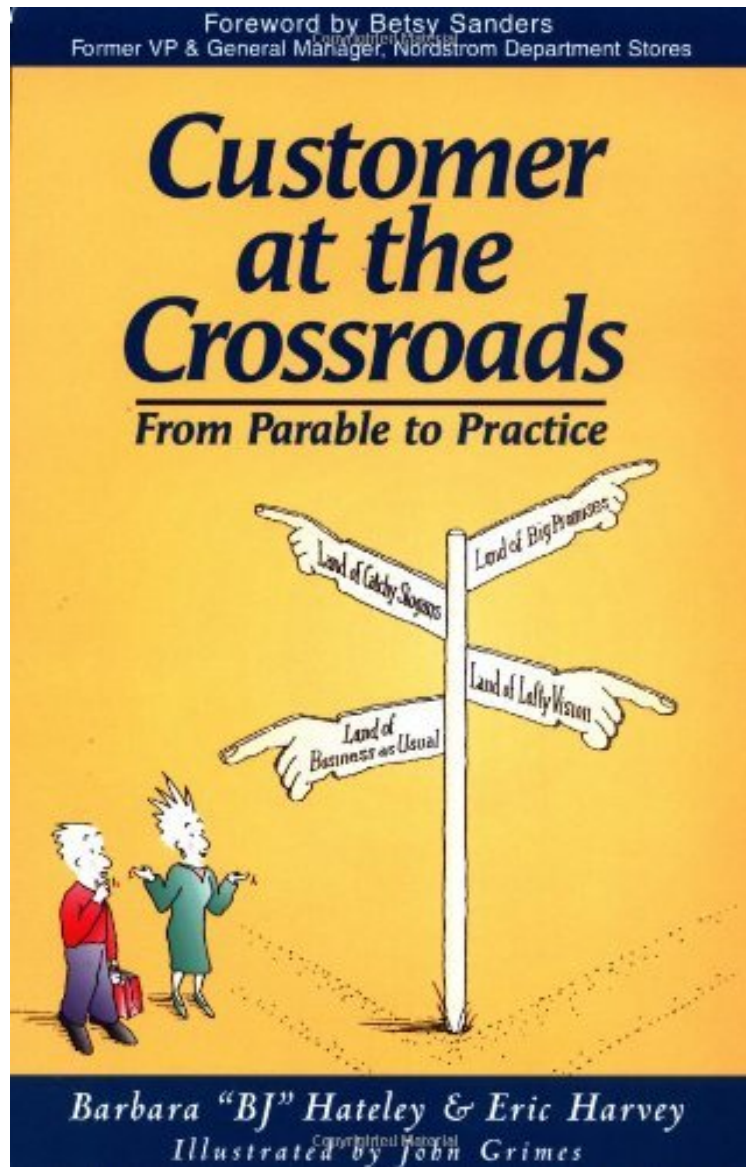


## Customer at the Crossroads: From Parable to Practice

*Eric Harvey, B J Gallagher Hateley*  
*ebooks | Download PDF | \*ePub | DOC | audiobook*



[Download](#)

[Read Online](#)

#2077841 in eBooks 2000-07-18 2000-07-18 File Name: B005GRTCECPDF # 1 | File size: 49.Mb

**Eric Harvey, B J Gallagher Hateley : Customer at the Crossroads: From Parable to Practice** before purchasing it in order to gage whether or not it would be worth my time, and all praised Customer at the Crossroads: From Parable to Practice:

0 of 0 people found the following review helpful. Shake up your next meetingBy Monty RaineyAre you looking for something a little different for your next customer service meeting? Then try reading CUSTOMER AT THE CROSSROADS: FROM PARABLE TO PRACTICE by Barbara Hateley and Eric Harvey. Or better yet, read it a few

times to learn the story details and then simply tell the story. Either way, your meeting will be interesting and a great variation from the norm. I recently used this book in a meeting of retail store managers. Each manager was assigned a character in the book and additional managers were the chorus. It was great fun and afterwards I received high praise for presenting them with a fun and unique learning tool. At only 48 pages, this little parable can easily be read in less than an hour, but the lessons learned could last a lifetime. Short sweet. A good training tool.

0 of 0 people found the following review helpful. B.J. Hatley teaches us how to Walk that Talk. By David J. Newcombe. Having just read "Customer at the Crossroads" I can attest that, despite its light hearted, comical approach and its lack of heft in terms of physical size it should become required reading for anyone in the customer service business. Ms. Hatley and Eric Harvey have put this whole business into a perspective very rarely achieved in books ten times the size. "Customer at the Crossroads" is fun to read and comes complete with the type of nuggets of information that B.J. Hatley is best known for from her other publications. We have all worked in organizations where people neglected to take ownership of their customers and consequently failed to "Walk the Talk". This book will help anyone who serves someone else for a living to gain new understanding on how to get, and keep, a customer for life. I look forward to future publications from this duo.

0 of 0 people found the following review helpful. Absolutely delightful - and RIGHT ON! By David Barnoski. I just don't understand why I am not reading about this little book everywhere. Maybe because it doesn't look like a typical book it can't find a place in a bookstore. But frankly, it has more true business wisdom than I found in such "bestsellers" as Good to Great, Gung Ho, or even Customers for Life. I suggest you buy several copies, give them to your staff, and see if they don't make a difference in how your employees interact with your customers. The story - charming; the illustrations - perfect; the result - better business. Give it a shot and see if you don't agree. You'll never spend your training budget better.

This text uses a humorous parable to emphasize the importance of making the customer the centre of a business. Like classic fairytales that taught important values, this booklet demonstrates the importance of living the values we say we believe in.