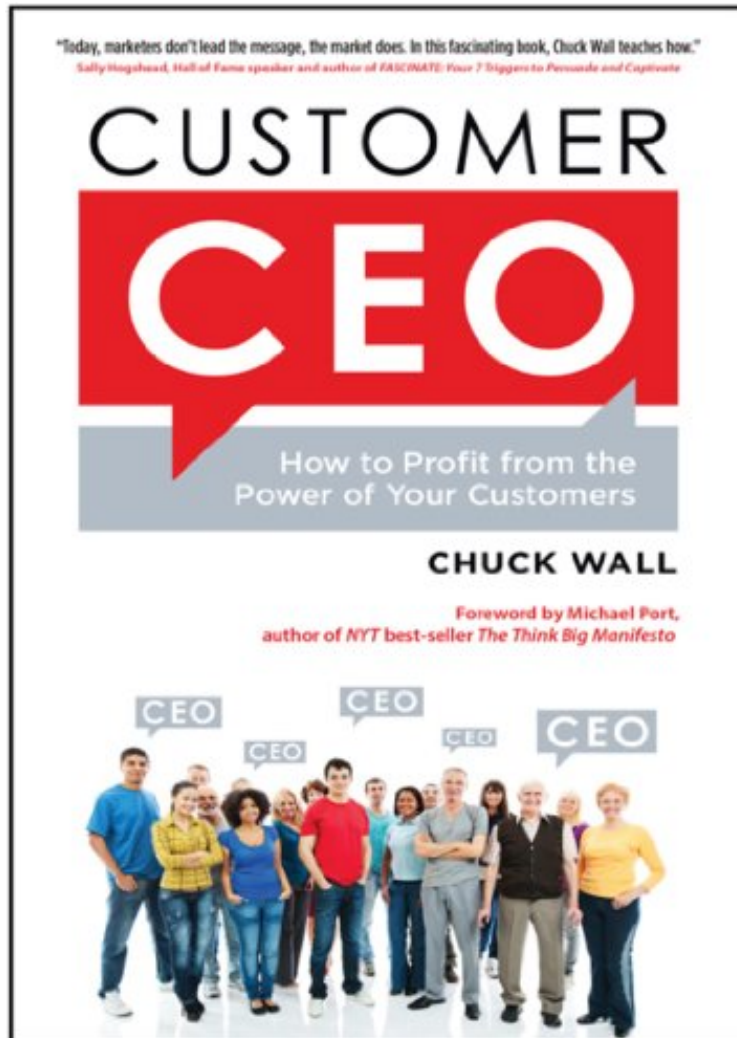


Customer CEO: How to Profit from the Power of Your Customers

Chuck Wall

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Chuck Wall : Customer CEO: How to Profit from the Power of Your Customers before purchasing it in order to gauge whether or not it would be worth my time, and all praised Customer CEO: How to Profit from the Power of Your Customers:

0 of 0 people found the following review helpful. Your Customers Have Huge Muscles! By Jennifer L Smith I had no idea just how powerful my customers really are. I had never thought of the fact that they can choose to fire me at any time and for any reason. I work for a small retail business, and am always looking for ways to better serve our customers. I don't just want our customers to come in and buy a product from us - I want to build a relationship with the customer, meet their needs, and have them rave about us to their friends! This book shows me how to do that. Using lots of examples of real companies to drive the point home, Chuck Wall goes through the 9 powers of a customer, one by one. The info in this book helps me to better serve our customers, and to think in ways that will truly

benefit the customers. So the "Power" that struck me the most was the Power of the Platform. With social media, our customers have the ability to instantly broadcast to the world whether they had a good experience or a bad experience. I remember from my old college business classes that a customer is far more likely to share a bad experience with people than a good experience. Now with social media, the same is true. They just have a bigger platform. They can fire you, and tell all their friends to do the same. This book is easy to read, entertaining, and immensely helpful. Customer CEO gives you the tools you need to better your business - whether you are the owner, a marketing executive, a middle manager, or a salesman. After reading it you will want to share it with your co-workers so that everyone is on the same page. It will definitely change the way I do business. 0 of 0 people found the following review helpful. Great Book! A Wealth of Stories and Insight By JS Smith Customer CEO is written in a way that keeps you engaged and reading. It is filled with stories of companies who do things right, those that don't, and several in between. These stories are woven through the book in a way that lays out the playbook for becoming a "Customer CEO Champion". Each time I planned to stop reading another business story sucked me in. As I look back through the pages I see the notes I wrote for myself to dwell on. "Are we truly trying to understand the Customer or simply selling them things we decided they would like?" or "are we really structured in a way that will allow us to hear and benefit from negative customer feedback?" Of the nine "Customer CEO Powers" that Chuck writes about I believe my favorite is the Power of Rebellion. Customers like to break the rules, are we honestly willing to let them? 0 of 0 people found the following review helpful. Light Bulb Moment By Catherine G., Texas Finally a business book that explains the most important thing that every business needs to know, understand, and practice, all wrapped up in a language that everyone can understand. The perception of a company as seen through the eyes of the customer was the "light bulb moment" for me. Chuck Wall has an incredible gift of knowledge and is equally an incredible Author to keep someone like me interested and also amused at many of the stories he told about some well-known companies.

Most companies still operate as if they control their customers. But, in today's market, it's really the other way around. Customer CEO confronts the new market reality that customers choose which companies to do business with completely on their own terms. This effectively inverts the power, control, and direction of decision-making; to survive in this new landscape, organizations must quickly adapt. Author Chuck Wall explores the nine powers customer possesses—including "the power of me," "the power of the heart," and "the power of rebellion"—and how companies can profit by understanding the power of their customers. Based on more than a decade of firsthand experience and over 100,000 customer interviews, Customer CEO provides every size company with a roadmap of fresh ideas and easy to use tools, while exploring three-dozen companies that embrace the power of their customers. By reading this book, every leader can transform their business into a Customer CEO company.

.com "I've felt for a long time that satisfied customers are not enough. What you need are customers who are so pleased by the way you treat them that they want to brag about you. They become part of your sales force. If you want to create those kinds of Raving Fan customers, read Customer CEO and let Chuck Wall guide your journey." (Ken Blanchard, coauthor of The One Minute Manager and Raving Fans) "For years I've been teaching brands how to fascinate their customers. What I love about Chuck Wall's approach is how vividly he illustrates that customer holds equal, if not more, power than brands. Today, marketers don't lead the message—the market does. In this fascinating book, Chuck Wall teaches how." (Sally Hogshead, Hall of Fame speaker and author of FASCINATE: Your 7 Triggers to Persuade and Captivate) "The 21st century's free market capitalism obsession with maximizing shareholder value has one major flaw: the most important enterprise stake holder, the customer, does not have a seat at the table. Chuck Wall's brilliant Customer CEO articulates why tomorrow's successful companies must insist on the shareholders' need to share the spotlight with a business's prime constituency—the customer." (Peter Georgescu, chairman emeritus, Young Rubicam) "Customer CEO provides great vision on what truly matters in the rapidly changing world of servicing customers. Culture in an organization is strongest when there is a clear vision and a consistent message. Customer CEO is the tool needed to get everyone in your organization moving in the same direction. Chuck's examples of successes and failures provide up-to-date insight into how to recognize the power of your customers. If your business has customers, everyone in your organization, from the C-suite to the frontline, should read this book!" (Chris Zane, founder and president Zane's Cycles, author of Reinventing the Wheel: The Science of Creating Lifetime Customers) "Wow, talk about the voice of the customer! Chuck Wall has come face-to-face with more than 100,000 customers in his 30-year career, along the way collecting many inspiring stories and terrific examples of great service. Customer CEO is not just entertaining, but well worth the read, no matter what part of the business you're in." (Don Peppers and Martha Rogers, PhD, authors of Extreme Trust: Honesty as a Competitive Advantage) "Chuck Wall has been designing a better future for his clients for a long time by teaching them the importance of first designing a better future for their own customers. Customer CEO shows every size and type of organization the best path to

take to profit from the power of their customers. This will be a book that will change forever the way you think about your customers." (Tom Cuthbert, Vistage Chair) "In Customer CEO, Chuck Wall does much more than confront and overturn longstanding but obsolete marketing strategies. He literally gives today's customer a voice and lays out a roadmap for exactly how you must listen, act, and partner as a brand to profit in a market where power, persuasion, and media are shared with consumers." (Simon Mainwaring, founder + CEO, WeFirst) "The internet and social media have given customers a voice as important and strong as the companies serving them. Chuck Wall showcases dozens of companies that have succeeded by putting their customers first. In Customer CEO, Chuck will focus on or refocus you on the voice of your customers. Let him lead you through the steps you need to follow to create a lasting enterprise." (Morris Miller, CEO of Xenex Healthcare Services and cofounder of Rackspace) "Most of us are hopeful to succeed in one business. Chuck Wall is a master entrepreneur who has succeeded in many businesses. He succeeds because regardless of his business, he's understood his customers and treated them like they were in charge. Chuck understands that the customer is CEO and what business owners need to do about it. You'll like the wisdom he shares in this book." (Brad Aronson, entrepreneur and investor) About the Author Chuck Wall is the founder and CEO of MarketPower Group, a business performance advisory firm. Chuck has interviewed over 100,000 customers for his clients, making him an expert in customer understanding. Chuck has also started seven other enterprises across multiple industries. As a serial entrepreneur, he has a deep understanding of business and strategy. As a trusted advisor, he has helped companies of every size sell millions of dollars in new products and services. His clients have included major brands like Caterpillar, Verizon, HP, Intel, Campbell Soup, and Goodwill. In addition to speaking professionally, Chuck leads workshops on strategy, customer insight, branding, and marketing. He's a graduate of Southern Methodist University and lives in San Antonio, Texas. Michael Port is a New York Times bestselling author of Book Yourself Solid, Beyond Booked Solid, The Contrarian Effect, and The Think Big Manifesto.