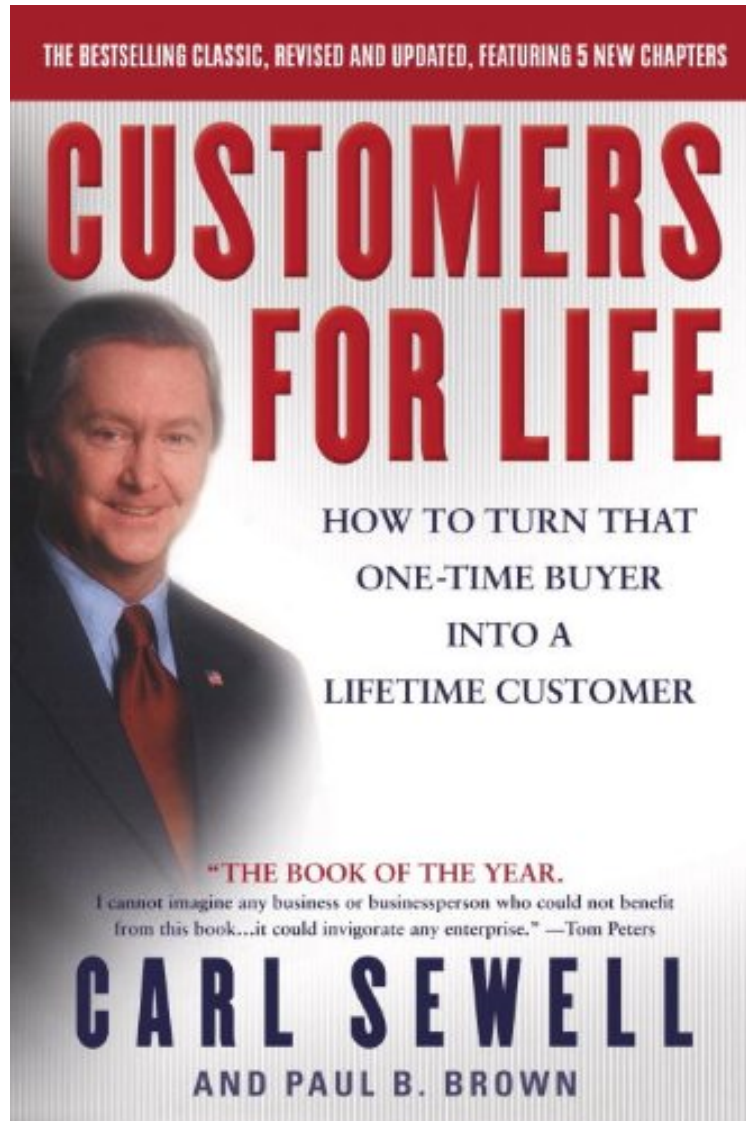


(Download) Customers for Life: How to Turn That One-Time Buyer Into a Lifetime Customer

Customers for Life: How to Turn That One-Time Buyer Into a Lifetime Customer

Carl Sewell, Paul B. Brown

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Carl Sewell, Paul B. Brown : Customers for Life: How to Turn That One-Time Buyer Into a Lifetime Customer before purchasing it in order to gauge whether or not it would be worth my time, and all praised Customers for Life: How to Turn That One-Time Buyer Into a Lifetime Customer:

0 of 0 people found the following review helpful. I first read this book around 1995 and just recently ...By Peter Landesman I first read this book around 1995 and just recently re-read the book (2017). This is a MUST-READ book for anyone that is involved in acquiring and keeping customers or clients. There is a lot of plain-old common sense

advice that cuts across all sorts of businesses -- especially those that involve providing a service. It's possible to finish reading the book in about 2 hours -- you won't be able to put it down.0 of 0 people found the following review helpful. Quick, fun and easy read. A must for anyone in retail or even in business!By AppreciatorFantastic book! Carl Sewell is a pioneer and game changer in the auto industry.I moved to Dallas a year ago and what I hear, even from the credible skeptics is how Sewell exemplifies ultimate customer satisfaction!In conclusion, there are many brilliant books about customer service but this one speaks with authentic authority, the sincerity and true love of humanity is palpable.0 of 0 people found the following review helpful. His book is a great "bible" of how to make customers for life in ...By Elizabeth SummersI am a Sewell customer for life. His book is a great "bible" of how to make customers for life in any business. Great job of sharing !

In this completely revised and updated edition of the customer service classic (more than 600,000 copies sold), Carl Sewell enhances his time-tested advice with fresh ideas and new examples and explains how the groundbreaking "Ten Commandments of Customer Service" apply to today's world.Drawing on his incredible success in transforming his Dallas Cadillac dealership into the second largest in America, Carl Sewell revealed the secret of getting customers to return again and again in the original Customers for Life. A lively, down-to-earth narrative, it set the standard for customer service excellence and became a perennial bestseller. Building on that solid foundation, this expanded edition features five completely new chapters, as well as significant additions to the original material, based on the lessons Sewell has learned over the last ten years. Sewell focuses on the expectations and demands of contemporary consumers and employees, showing that businesses can remain committed to quality service in the fast-paced new millennium by sticking to his time-proven approach: Figure out what customers want and make sure they get it. His "Ten Commandments" provide the essential guidelines, including: Underpromise, overdeliver: Never disappoint your customers by charging them more than they planned. Always beat your estimate or throw in an extra service free of charge; No complaints? Something's wrong: If you never ask your customers what else they want, how are you going to give it to them? Measure everything: Telling your employees to do their best won't work if you don't know how they can improve; Borrow, borrow, borrow: Sewell, for example, learned about hospitality from Japanese culture, cleanliness from Disney, and politeness from his mother.

Stanley Marcus If you don't learn from this book, it's your fault. -- From the PublisherThe art of developing the long-term customer relationships that are the lifeblood of every successful enterprise."Sewell's fundamentals are to an entrepreneur what the three R's are to a teacher...required reading."--Harvey Mackay, author of Swim With The SharksFrom the Inside FlapThe art of developing the long-term customer relationships that are the lifeblood of every successful enterprise. "Sewell's fundamentals are to an entrepreneur what the three R's are to a teacher...required reading." -- Harvey Mackay, author of Swim with the Sharks