

Author of *Working Smart* and
The Perfect Business

Michael LeBoeuf, Ph.D.

HOW TO WIN CUSTOMERS & KEEP THEM FOR LIFE

REVISED
AND
UPDATED
FOR THE
DIGITAL
AGE

"A POWERHOUSE, A CLASSIC!"

—James B. Patterson, chairman and creative director, J. Walter Thompson, U.S.A., Inc.

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"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

How to Win Customers and Keep Them for Life Details

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From Reader Review How to Win Customers and Keep Them for Life for online ebook

Arwen says

I promised my husband when I signed up for Demarle I would read some books about network sales and selling. I got this one from the library, and it was a pretty good book on customer service. The result has not been making me a better sales person, but in making me more cynical when I get bad customer service. I did have the realization while reading this book that there is a difference between marketing and selling. I am able to sell Demarle once I get people to a party. I have a problem with marketing the party, and getting hostess and guests. And that why I don't sell it any more. :)

Ebonique Ellis says

Wonderful primer book on retaining customers. Gave me a great jumping off board to delve into more serious books.

Steve Coscia says

One of the best original books on customer loyalty.

Jim says

Does what it says on the cover...it's about customer loyalty.

Natasa Tovornik says

Read this book a while ago and do not remember much (or can not assign it to this book). One thing I do remember is that someone was struggling to sell the black salmon. So they came up with the label "it defiantly does not turn pink". To this day I find it a great idea how to turn "weaknesses" into "strengths"

Chad Warner says

Not very insightful; most of the content wouldn't be new to anyone who's spent time in customer service. There are a few worthwhile tips, including the mnemonic device "Reliable CARE" to remember the 5 best ways to keep customers coming back. I don't know if the unabridged version is better.

I read this because I'm working on making customer service at my web agency, OptimWise, even better.

Notes

Problem-solving approach: ask, "What's the situation now? What would you like it to be?"

Ask Platinum Questions: "How are we doing?" to discover their perception of your service, and, "How can we get better?" to learn how to improve that perception.

Survey questions

How well do we deliver what we promise?
How often do we do things right the first time?
How often do we do things right on time?
Are we doing or not doing anything that bugs you?
What do you like best about what we do?
What can we do to better serve you?

5 best ways to keep customers coming back

1. Reliability. Be dependable. Do what you say you'll do, when you say you'll do it. Do it right the first time. Do it on time.
2. Credibility. Have the customer's best interests at heart. Have integrity. Promptly fix problems at no extra charge. Remove danger, risk, doubt from services. Keep customer info confidential.
3. Attractiveness. Customers judge quality of service based on image.
4. Responsiveness. Be accessible, available, willing to help. Keep them informed, and provide service ASAP.
5. Empathy. Treat each customer as special. Treat them the way they want to be treated.

Mnemonic: Reliable CARE

To learn about problem, ask, "What went wrong?" "What did you do then?" Paraphrase important points and ask, "Do I have that correct?" If possible, offer several options for fixing the problem, and let customer choose. When you offer solutions, state them positively. Instead of "I can't give you a refund today," say, "I'll have it for you first thing tomorrow morning." After solving problem, ask "Is there anything else I can help you today?" Thank customer for telling you about concern. When appropriate, follow up to ensure problem was solved.

If customer is obnoxious and resists your efforts to solve problem, say, "if we're going to continue doing business, this needs to be a good deal for both of us." If they still resist, offer a refund and move on.

Don't homogenize; customize. Customizing is great for repeat business. People come back to buy where they get special treatment. Customizing overcomes customer defensiveness, because you're being so helpful. It virtually eliminates the competition, because you meet the customer's needs better. Tell customers, "You get me with every purchase, and no one else can give you that."

Give indecisive customers 1-2 recommendations and 1-2 reasons for each. When they agree, assure that they're making the right choice. Be confident, caring, and decisive.

People buy 2 things: good feelings, and solutions to problems. Respond to objections with more good feelings or more solutions, so they view them as more valuable than price.

70% of complaining customers will buy again if you resolve problem in their favor. 95% will buy again if you resolve problem on the spot. Reward complaints with fast, positive action.

Customers who never complain either aren't being candid, or aren't being asked Platinum Questions.

No matter what caused problem, don't pass blame. Take responsibility for solving, and fix as rapidly as possible. Find out what customer wants: refund, credit, discount, replacement, etc. If customer doesn't like proposed solution, ask what they feel would be fair. Never let customer lose face; if you can't meet expectations, tell them without delay.

When you have to tell customer disappointing news, reward with positive perks. Do something special to put deposit in emotional bank account, to minimize withdrawal caused by problem.

During all interactions with customer, ask yourself Winning Question: "How can I make him glad he talked to me?" You could solve problem, save time, save or make money. Make customer feel rewarded.
