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50 Powerful Ideas You Can Use to Keep Your Customers

Paul R. Timm
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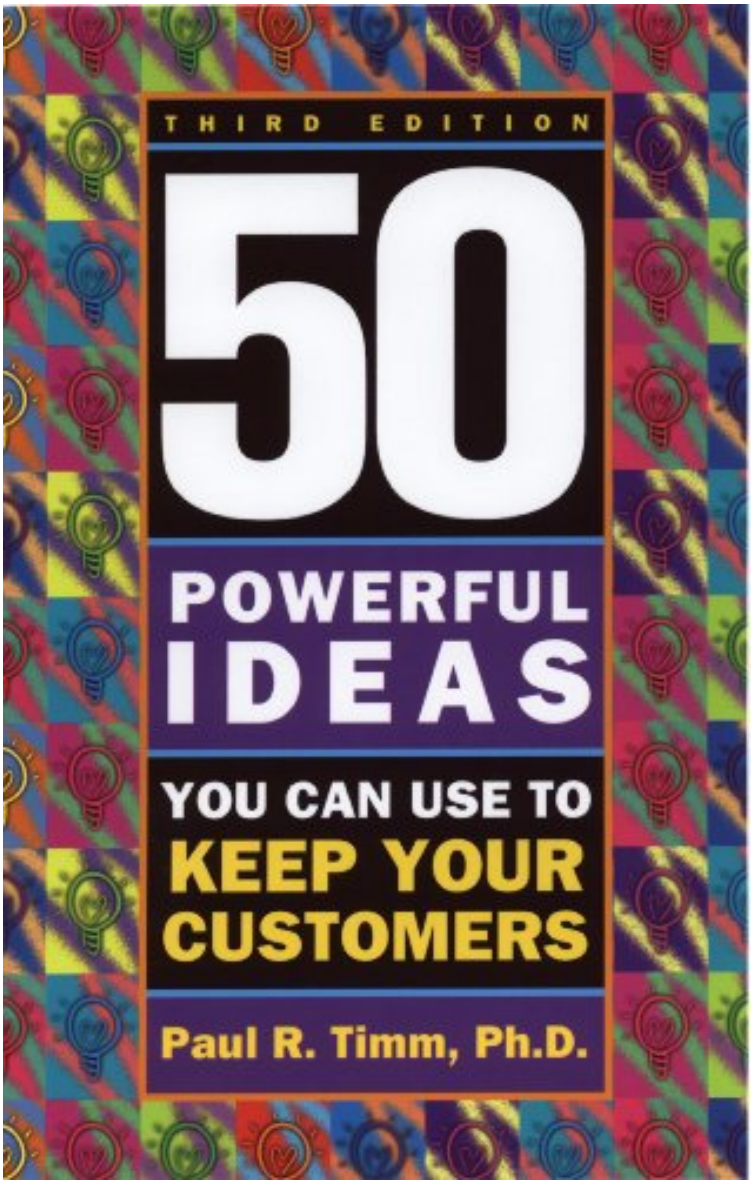

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Paul R. Timm : 50 Powerful Ideas You Can Use to Keep Your Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised 50 Powerful Ideas You Can Use to Keep Your Customers:

0 of 0 people found the following review helpful. The book itself is a great book. Don't get me wrongBy JessicaThe book is what I expected, yet not at the same time. It is the psychology behind ways to keep customers, which is VERY helpful. But I am also looking for new, quick ideas to grab a customer's attention and bring them back to the store.The book itself is a great book. Don't get me wrong. The information inside will be very helpful to owners and managers.

Highly recommend reading it and applying it to your field of work.0 of 0 people found the following review helpful. Great for small business owners!By Honest ReviewBeing a small business owner, I try to be very customer service oriented. This is a quick read and has very easy to implement ideas. I highly recommend! I have used and referred back to this book on many occasions for approximately nine years or so.0 of 0 people found the following review helpful. This Book Is GreatBy Bernette MurphyThis book hits on all of the "simple" things that need to be done in order to keep our customers. It's more a book of "Common Sense" for Service Providers.

Since publishing the first edition of this classic that has sold over 250,000 copies, the challenges of keeping customers-or creating customer loyalty-has become even more urgent. Ultimately, every successful enterprise must attract, serve, and win the loyalty of customers by providing worthwhile products and delivering excellent service. Turned-off customers produce devastating ripple effects that quickly drag companies into a morass of mediocrity, while organizations that creatively apply a constant flow of small, customer-centered innovations see consistent and persistent strengthening of their customer base. This book will get all managers and employees thinking about the little things that can make all the difference. If everyone in an organization improves awareness of the simple yet powerful ideas in this volume, the company can and will see dramatic improvements in service and customer loyalty. The impact on the bottom line will be dramatic.

About the AuthorAn active author, Dr. Paul R. Timm has written dozens of articles and 31 books distributed worldwide by Prentice-Hall, South-Western College Publishing, Career Press, and Crisp Publications. His books have been translated into six languages and have been purchased in large quantities by companies such as ATT, Staples and others. Dr. Timm served as president and partner in two training companies. Under his leadership these companies conducted seminars reaching as many as 7000 people a month across the U.S., Canada, Australia and New Zealand. He now does selective independent training and consulting for organizations in the U.S. and Europe. He earned university degrees from the State University of New York at Buffalo (BA), Ohio University (Master's) and Florida State University (Ph.D. in Communication and Management). T