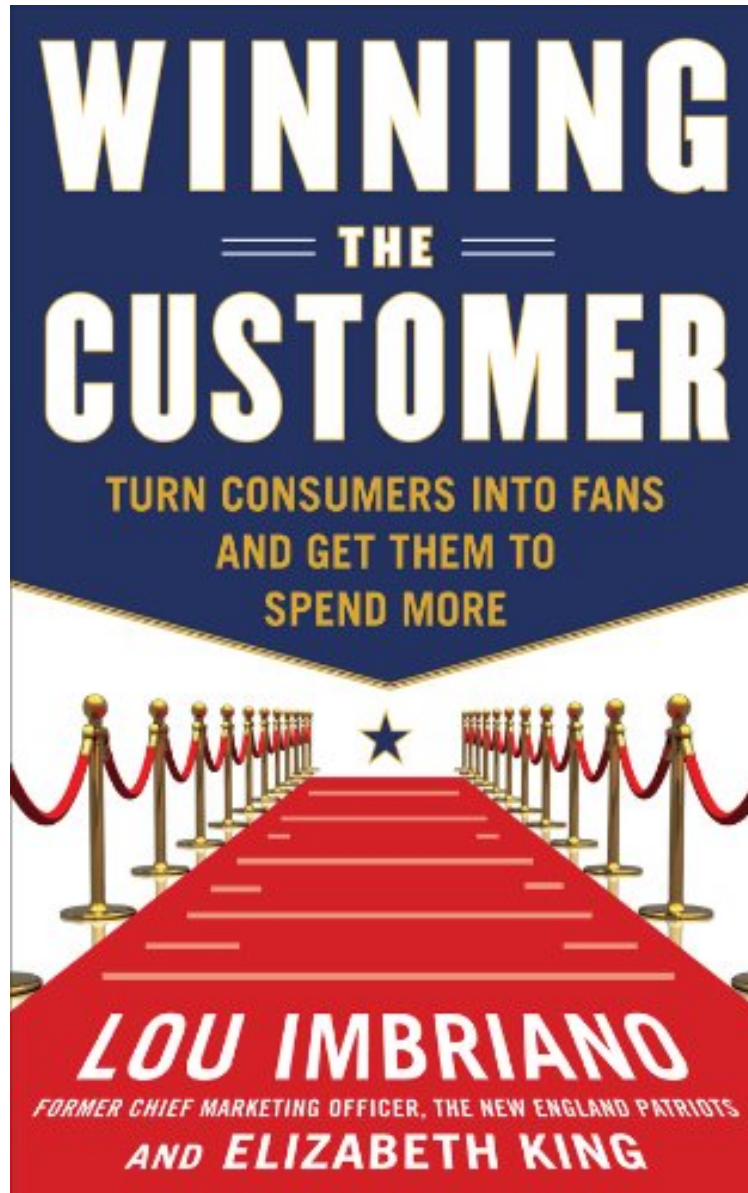


Winning the Customer: Turn Consumers into Fans and Get Them to Spend More

Lou Imbriano

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Lou Imbriano : Winning the Customer: Turn Consumers into Fans and Get Them to Spend More before purchasing it in order to gauge whether or not it would be worth my time, and all praised Winning the Customer: Turn Consumers into Fans and Get Them to Spend More:

3 of 3 people found the following review helpful. Book presents nothing earth shattering. Mostly reinforces what most

companies already do / know

By Mike

The book is a light quick read. Should not take the average reader more than 2-3 sittings to go through. Overall, the book, presents nothing earth shattering. Mainly it focuses on concepts vs. actionable tactics. For example, the book discusses at length how important it is to get to know your customers and their habits. Try to move a level 4 customer to a Level 3 to a Level 2 to a Level 1. I think we all know that concept and try to do it each day, but it's easier said in concept vs. action. Another concept in the book is Customer Service. The book tells numerous stories how everyone in your company should be an ambassador of your brand / company and every interaction counts. Again, I think most of us know this. If you work in the sports industry there are a few good stories and ideas to implement at your team to add value. I really enjoyed the changes Lou made on the away game trips when bringing sponsors. Having had the opportunity in the past to travel with a team, the items and care Lou instituted would have made the trip much more memorable and more of a story than it was. Overall it's a decent book that you can read quickly and reinforce many of the things your company does already. You should come away with at least 1 new idea, which makes it worth the time to read and price of the book.

0 of 0 people found the following review helpful.

What the customer wants!

By NI

currently work in the professional sports industry (team side) and was very excited to have this title recommended to me by a friend. It is difficult to find books that relate directly to what I am so deeply involved with on a daily basis. At the same time, being in the sports business rarely allows me to be a complete fan, so I was ecstatic when I saw "Winning the Customer" was written by the former CMO of the Patriots. Having been raised as a Patriots fan I picked up my copy of "Winning the Customer" right before I headed on vacation with a goal to read the book as a fan first and to enjoy it from a sport's perspective. I was not disappointed and read the book in one sitting on a plane. I loved it! The details provided and the insight into the Patriots organization was a dream come true as a lifelong fan. Obviously, as fun as reading this book as a fan I knew that there is much more to "Winning the Customer" than just insight into the Patriots organization. In fact, I read the book a second time in a purely business mindset and I found it just as exhilarating. Initially, I thought I'd liked it because it involved the sports industry, but as I thought about what was said in the book it became very obvious the ideas discussed are applicable to any organization in any type of industry. What I found the most important to "Winning the Customer" was the sensibility instilled in this book, one would assume that a lot of what Lou says is obvious, but if you look around the business landscape these days you see that is far from the truth. I would strongly recommend this book to anyone in business anywhere. Indeed, the book had such an impact on me I bought a few additional copies to give to friends and associates. "Winning the Customer" is truly a business philosophy powerhouse!

2 of 2 people found the following review helpful.

This book answers the question, "How did he do that?"

By Jo Newell

Revenue increased more than 600% while the author was CMO of the New England Patriots. What I like about this book is that it answers the question, "How did he do that?" It is like having a privileged peek inside the pages of a magician's diary. Lou opens up his bag of tricks to share his secrets to success in Winning the Customer. With engaging detailed stories from first hand experience, he tells you exactly how to find your key audience, connect with them in a meaningful way, and then astound them with performance that exceeds their expectations and keeps them coming back to you for more. What I learned is that just as with the best magic, there is no smoke and mirrors, just a common sense, well thought out strategy which is practiced to perfection, and executed with precision every time without fail. I highly recommend this book not only for its creative insights to marketing strategies for revenue growth, but also for its solid advice on building strong interpersonal and business relationships.

Build Customer Relationships and Win Big Revenue!

Unbreakable relationships are crucial to success in business. Lou Imbriano captures what it takes to forge the kind of deep credibility that encourages consumers and clients to trust you with their hard-earned dollars. If you want to deepen your customers' trust and grow your revenues, I suggest you read Winning the Customer and you will win.

Bob Reynolds, President CEO, Putnam Investments

Lou Imbriano rescues the word "winning" from the clutches of Charlie Sheen . . . and, like a Patriots playbook, Lou takes you through his game plan for successfully building a victorious team that opponents will respect and fear . . . from who should be answering your phone to effectively saying "no";

lazy, unmotivated people, this is not for you. . .

Steve Levy, ESPN SportsCenter anchor

Imbriano definitely made his mark in the NFL and now he's an MVP again with his new book, Winning the Customer. Lou's down-to-earth marketing philosophies, which he brought to the Patriots, epitomize how everyone, in any industry, should approach marketing. If you want to truly know how to build remarkable business relationships, read Winning the Customer.

Michael Orsquo;Hara Lynch, Head of Global Sponsorship, Visa

At a time when consumers have the power to use media where and how they choose, to like, dislike, and share their opinion on products and corporations, brand engagement is the best answer to build emotional and enduring relationships between brands and all their relevant communities. This book should be given to anyone who wants to understand the new dynamics that can bond brands with their ever-demanding customers.

Lucien Boyer, President Global CEO, Havas Sports Entertainment

About the Book: During his nine years in senior marketing positions with the New England Patriots, Lou Imbriano laid the foundation and marketing vision for the football team that led to its astronomical growth and explosive revenue—perfectly positioning them to be

ready for when the Patriots became repeat Super Bowl champions and the NFL brand to beat. Now CEO of TrinityOne, a strategic marketing firm, Lou has an undefeated record of showing all types of companies how to tackle customer relationships and convert them into tangible revenue. In *Winning the Customer*, Lou delivers his original strategies for both short- and long-term financial success: *The Marketing Playbook*: how to identify those who are dying to spend money with you *Relationship Architecture*: how to connect with customers in meaningful ways and create *memorable moments*; *The Revenue Game*: how to build revenue instead of selling concepts. Throughout the book, you'll find Lou's dynamic personal stories drawn right from his years of real-world business experience. He's learned that to maximize revenue, every organization must both turn its customers into fans and coax those fans to spend freely. *Winning the Customer* shows you how to do just that using the Three Tiers of Customer Relationships. Imbriano shares his strategies with his innovative DELIVERS system: Dedication, Entertainment, Loyalty, Investment, Vision, Energy, Responsibility, and Sacrifice. Filled with practical information and written in Lou's inimitable conversational style, *Winning the Customer* is your all-pro offensive attack against old, ineffective methods and flat results. Lou's tools will give any business an inspired team, supersized income, and a virtual stadium full of engaged, high-paying customers.

About the Author Lou Imbriano, the Vice President and Chief Marketing Officer of the New England Patriots football team from 1997-2006, is President and CEO of TrinityOne, a marketing company specializing in creating strategy for corporations to maximize revenue generation through building customer relationships and becoming custodians of the brand. Formerly a radio and TV producer, he has appeared on numerous local Boston radio and television programs. Lou has been profiled on *Forbes.com* as one of its *"Names You Need to Know"* and has written multiple columns for the *Sports Business Journal*. Lou, who teaches sports marketing at Boston College, is based in Boston, MA. Elizabeth King, a professional writer and test preparation educator, is author of *Outsmarting the SAT*. She lives in New York City.