Never Lose A Customer Again Turn Any Sale Into Lifelong Loyalty In 100 Days

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Award-winning speaker and business consultant Joey Coleman teaches audiences and companies all over the world how to turn a one-time purchaser into a lifelong customer. Coleman's theory of building customer loyalty isn't about focusing on marketing or closing the sale: It's about the First 100 Days® after the sale and the interactions the customer experiences. While new customers experience joy, euphoria, and excitement, these feelings quickly shift to fear, doubt, and uncertainty as buyer's remorse sets in. Across all industries, somewhere between 20%-70% of newly acquired customers will stop doing business with a company with the first 100 days of being a new customer because they feel neglected in the early stages of customer onboarding. In Never Lose a Customer Again, Coleman offers a philosophy and methodology for dramatically increasing customer retention and as a result, the bottom line. He identifies eight distinct emotional phases customers go through in the 100 days following a purchase. From an impulse buy at Starbucks to the thoughtful purchase of a first house, all customers have the potential to experience the eight phases of the customer journey. If you can understand and anticipate the customers' emotions, you can apply a myriad of tools and techniques -- in-person, email, phone, mail, video, and presents -- to cement

a long and valuable relationship. Coleman's system is presented through research and case studies showing how best-in-class companies create remarkable customer experiences at each step in the customer lifecycle. In the "Acclimate" stage, customers need you to hold their hand and over-explain how to use your product or service. They're often too embarrassed to admit they're confused. Take a cue from Canadian software company PolicyMedical and their challenge of getting non-technical users to undergo a complex installation and implementation process. They turned a series of project spreadsheets and installation manuals into a beautiful puzzle customers could assemble after completing each milestone. In the "Adopt" stage, customers should be welcomed to the highest tier of tribal membership with both public and private recognitions. For instance, Sephora's VIB Rogue member welcome gift provides a metallic membership card (private recognition) and a members-only shade of lipstick (for public display). In the final stage, "Advocate," loyal customers and raving fans are primed to provide powerful referrals. That's how elite entrepreneurial event MastermindTalks continues to sell-out their conference year after year - with zero dollars spent on marketing. By surprising their loyal fans with amazing referral bonuses (an all-expenses paid safari?!) they guarantee their community will keep providing perfect referrals. Drawing on nearly two decades of consulting and keynoting, Coleman provides strategies and systems to increase customer loyalty. Applicable to companies in any industry and of any size (whether measured in employee count, revenue, or total

number of customers), implementing his methods regularly leads to an increase in profits of 25-100%. Working with well-known clients like Hyatt Hotels, Zappos, and NASA, as well as mom-and-pop shops and solo entrepreneurs around the world, Coleman's customer retention system has produced incredible results in dozens of industries. His approach to creating remarkable customer experiences requires minimal financial investment and will be fun for owners, employees, and teams to implement. This book is required reading for business owners, CEOs, and managers - as well as sales and marketing teams, account managers, and customer service representatives looking for easy to implement action steps that result in lasting change, increased profits, and lifelong customer retention.

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Never Lose a Customer AgainTurn Any Sale into Lifelong Loyalty in 100 DaysPenguin
Traditional Chinese edition of Wild: From Lost to Found on the Pacific Crest Trail, Cheryl Strayed's acclaimed bestselling memoir, Amazon Best Books of the Month, March 2012, and the first Oprah's Book Club 2.0 title. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.
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Never Lose a Customer Again: The Ultimate Guide on How To Get and Keep Your Customers, Learn the Essentials and Useful Tips on How to Effectively Retain Your Customers You might wonder what is the significance of customer retention for your business. Have you wondered if it's more important to acquire new customers or make sure you're getting the loyalty of your current customers? A study done by Harvard Business Review shows that a 5% increase in customer retention will translate to between 25-95% increase in profits for your business. That is how powerful and significant customer retention is. This book will teach you the proven strategies and techniques that would make sure you retain your customers for good. You will discover useful tips on how to create a culture of retention in every business function of your company. You will learn how to market and sell products that are aimed at retaining your prospects and subscribers. In this book, the following topics will be discussed: Customer Retention Member Retention List Retention The business world today is very competitive that is why you have to constantly devise ways not only to attract customers but to keep your existing ones. If you want to learn more on how you can effectively retain your customers, scroll up and click "add to cart" now.

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Traditional Chinese edition of Leaders Eat Last: Why Some Teams Pull Together and Others Don't by Simon Sinek. Sinek is the author of "Start with Why: How Great Leaders Inspire Everyone to Take Action," and a popular TED talk speaker. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

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and proven process that will help you navigate the entire book-writing process from start to finish–the right way. Written by 4x New York Times Bestselling Author Tucker Max and publishing expert Zach Obront, you'll learn the step-by-step method that has helped over 1,500 authors write and publish their books. Now a Wall Street Journal Bestseller itself, The Scribe Method is specifically designed for business leaders, personal development gurus, entrepreneurs, and any expert in their field who has accumulated years of hard-won knowledge and wants to put it out into the world. Forget the rest of the books written by pretenders. This is the ultimate resource for anyone who wants to professionally write a great nonfiction book.

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Praise for How to Sell at Margins Higher Than Your Competitor "This is the complete book for both new and experienced salespeople and business owners to learn and re-learn the essentials for success. How to Sell at Margins Higher Than Your Competitors emphasizes the pricing strategies and tactics to increase the market share and profits of any organization. This is a book that is as important to presidents as it is to salespeople." --Bill Scales, CEO, Scales Industrial Technologies, Inc. "As the largest service provider in our industry, we have a significant market advantage. However, we constantly walk the pricing tightrope because, as this book so clearly states, 'business is a game of margins . . . not a game of volume!'" --John K. Harris, CEO, JK Harris & Company, LLC "If you live and die on price, this book could be your only lifeline." --Tom Reilly, CSP, author of Value-Added Selling and Crush Price Objections "How to Sell at Margins Higher Than Your Competitors successfully illustrates profitable sales truths to assist us in selling for maximum return. This book's well-researched,

logical, and affirming words validate the simple fact that as a premium company we deserve premium margins. So, while our competitors reduce or match prices out of fear and scarcity, our managers, thanks to this powerful sales tool, can continue quoting and closing with profitable confidence." --Joe Bracket, President, Power Equipment Company "I learned a long time ago that it is pretty difficult to control what my competitors will do, but we must control what we do--like maintaining margins. This book is a 'wow!' that will help my salesmen crack bad habits. Sales organizations should design their entire training programs around the content in this book." --George C. Giessing, President, Brusco-Rich, Inc. "This energizing book is the 'right stuff' for every sales force. It should be a required study for every executive and sales professional who seeks to be successful." --David R. Little, Chairman and CEO, DXP Enterprises, Inc.

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Trying to make sense of the horrors of World War II, Death relates the story of Liesel--a young German girl whose book-stealing and story-telling talents help sustain her family and the Jewish man they are hiding, as well as their neighbors.

Simplified Chinese edition of 12 Rules for Life: An Antidote to Chaos

As a young woman, Roseanne McNulty was one of the most beautiful and beguiling girls in County Sligo, Ireland. Now, as her hundredth year draws near, she is a patient at Roscommon Regional Mental Hospital, and she decides to record the events of her life.

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