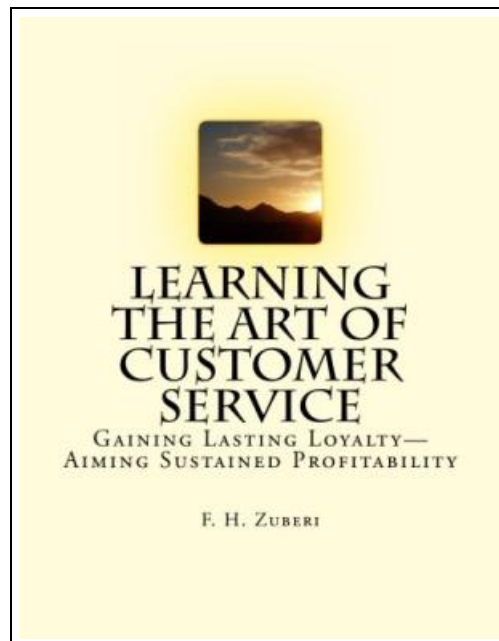


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Createspace, United States, 2013. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.This book is philosophical in the sense that it will make you rethink Customer Service, yet it is practical in value by giving you real tools that actually work-ones that are relevant to both small and large businesses. In addition, you will find hands-on activities in each chapter to apply what you have learned by putting things in your perspective. Thus, this book can be utilized in three ways: To be utilized as a guide for Customer Service training meant to be delivered at seminars, institutes, and organizations. To be utilized as a text for an introductory level business course with a focus on Customer Service, taught at a school, college, or university. To be utilized as a teach yourself resource to learn the art of Customer Service and to discuss what you learn with your colleagues in meetings or focus groups. You will discover and learn: the 3C-the key factors behind the Customer Service multi-billion dollar industry; the formula to calculate the actual worth of your customer; the 360 model-unlocking the hidden code of CUSTOMER SERVICE ; the 8i-understanding your customers mindsets-to let you approach your customers with confidence while responding to their needs and wants with know how ; how to stay in full control even in some of the most difficult situations -unpleasant and uncertain-striking a fine balance between what is right for the customer and good for your business; how to save your customers without having to say yes to their demands; four ways to overcome communication barriers and connect with your customers in a manner that eradicates the roots of misinterpretation and lays solid grounds for understanding; three tips on finding simple solutions...

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