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Raving Fans

A Revolutionary Approach to Customer Service

Ken Blanchard
Sheldon Bowles



Foreword by Harvey Mackay

Raving Fans

Angella Luyk



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Raving Fans Ken Blanchard, Sheldon Bowles, 1993-05-19 Your customers are only satisfied because their expectations are so low and because no one else is doing better Just having satisfied customers isn't good enough anymore If you really want a booming business you have to create Raving Fans This in a nutshell is the advice given to a new Area Manager on his first day in an extraordinary business book that will help everyone in every kind of organization or business deliver stunning customer service and achieve miraculous bottom line results Written in the parable style of *The One Minute Manager* *Raving Fans* uses a brilliantly simple and charming story to teach how to define a vision learn what a customer really wants institute effective systems and make Raving Fan Service a constant feature not just another program of the month America is in the midst of a service crisis that has left a wake of disillusioned customers from coast to coast *Raving Fans* includes startling new tips and innovative techniques that can help anyone create a revolution in any workplace and turn their customers into raving spending fans

Raving Fans Kenneth Blanchard, Kenneth H. Blanchard, Sheldon Bowles, 2004 Shows listeners how to define a vision learn what a customer really wants institute effective systems and turn customers into raving and spending fans

Kaching Auto Sales Training Manual Bernard Smalls, 2004-11-17 The complete automotive sales training process that will make you big bucks Learn the psychology of auto sales selling in the 21st century the art of negotiations creating raving fan customers and much more

Servant Selling Bernard Smalls, 2005-10-14 *Servant Selling* may seem like an oxymoron in the competitive world that we live in but it is actually a sound concept that works Most sales people see selling as a fight for the checkbook with the customer where the salesperson and customer are in an antagonistic relationship This is the general attitude of most sales people that struggle from month to month for a paycheck It does not have to be that way for you This book holds key concepts of how to do it right and prosper in the world of professional selling

Never Lose a Customer Again Joey Coleman, 2018-04-03 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 within 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 customer's 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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Unveiling the Magic of Words: A Review of "**Raving Fans**"

In a world defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their capability to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "**Raving Fans**," a mesmerizing literary masterpiece penned by way of a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve in to the book is central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

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