

The first interactive Thought Book

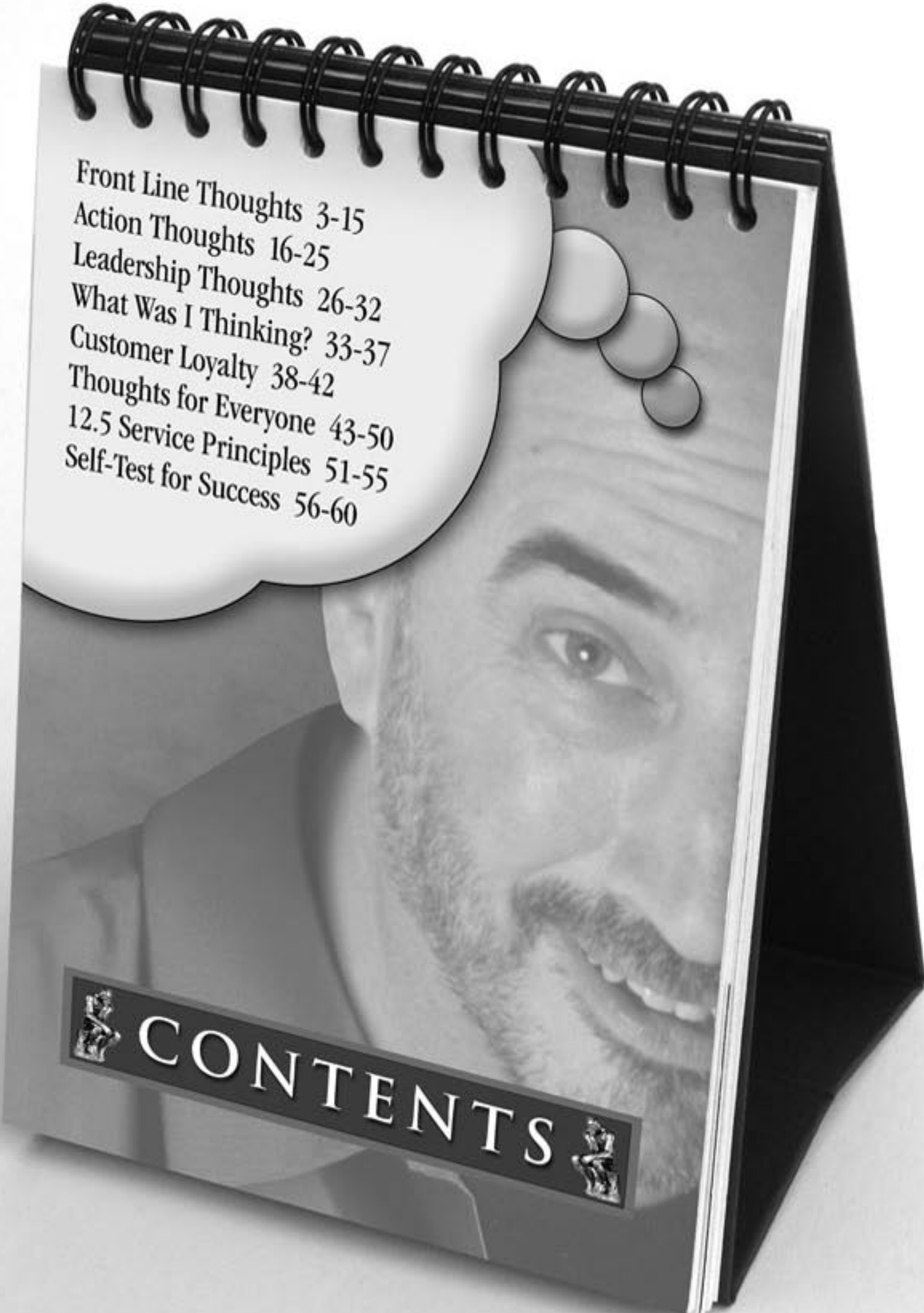
# CUSTOMER LOYALTY

## Concepts



Author of  
CUSTOMER  
SATISFACTION  
IS WORTHLESS,  
CUSTOMER  
LOYALTY IS PRICELESS

# JEFFREY GITOMER



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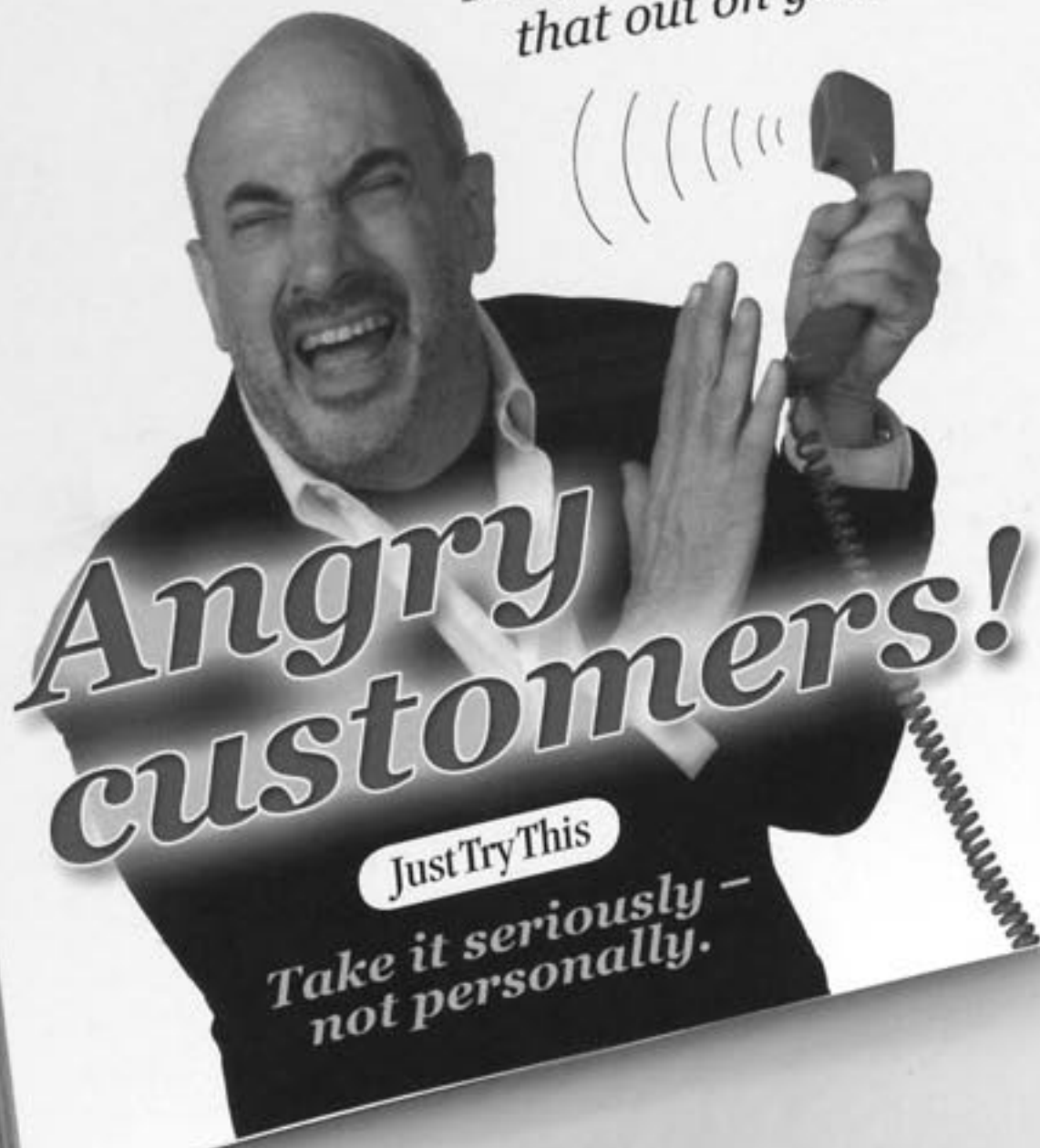
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# FRONT LINE Challenge

- ❖ They may have a health problem.
  - ❖ They may have a spouse problem.
  - ❖ They may have a money problem.
- They may be taking that out on you.*



## Angry customers!

**Just Try This**

*Take it seriously – not personally.*

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# ACTION *Thoughts*

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- ◆ FOCUS ON YOUR CUSTOMER.
- ◆ PUT YOUR PASSION IN YOUR ACTIONS.
- ◆ DON'T EVER LET THEM SEE YOU SWEAT.
- ◆ LET THEM FEEL YOUR BELIEF IN YOURSELF,  
YOUR PRODUCT & YOUR COMPANY.
- ◆ NEVER QUIT.
- ◆ HAVE YOUR DREAMS  
EVER PRESENT IN YOUR MIND.

*In service it all boils down to the one word:  
Customers want to hear...*

# YES!



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# Thoughts FOR EVERYONE

## WORD-OF-MOUTH

**Excellent service is not what you believe it to be, it's what your customer perceives it to be. AND TELLS OTHERS.**

If you would spend 80% of your ad money making your existing customers feel like king, you could get one customer to bring you another customer just like them – by word of mouth. That would double your business and keep your customers loyal.

How do you view the customer? And how do you respond when they get mad? *Hint:* Your response holds the key to the word-of-mouth advertising about you and your company. And the key to your paycheck. Oh, that.



**MAJOR CLUE FOR EMPLOYEE:**

Poor attitude can come from places other than work.

**MAJOR CLUE FOR EMPLOYER:**

You can't change people's home life, but it's to every employer's best advantage to make the atmosphere inside the workplace a fun one.

**Effective customer service**

is easier to perform than ineffective customer service. But judging by the way most companies deliver customer service, you'd never know it.

**Customers don't want to hear your stories or excuses,**

they only want to hear that you care about them personally, and what you are going to do about their problem *right now*. Here's the rub – companies communicate about things and problems in terms of themselves, not in terms of the customer.

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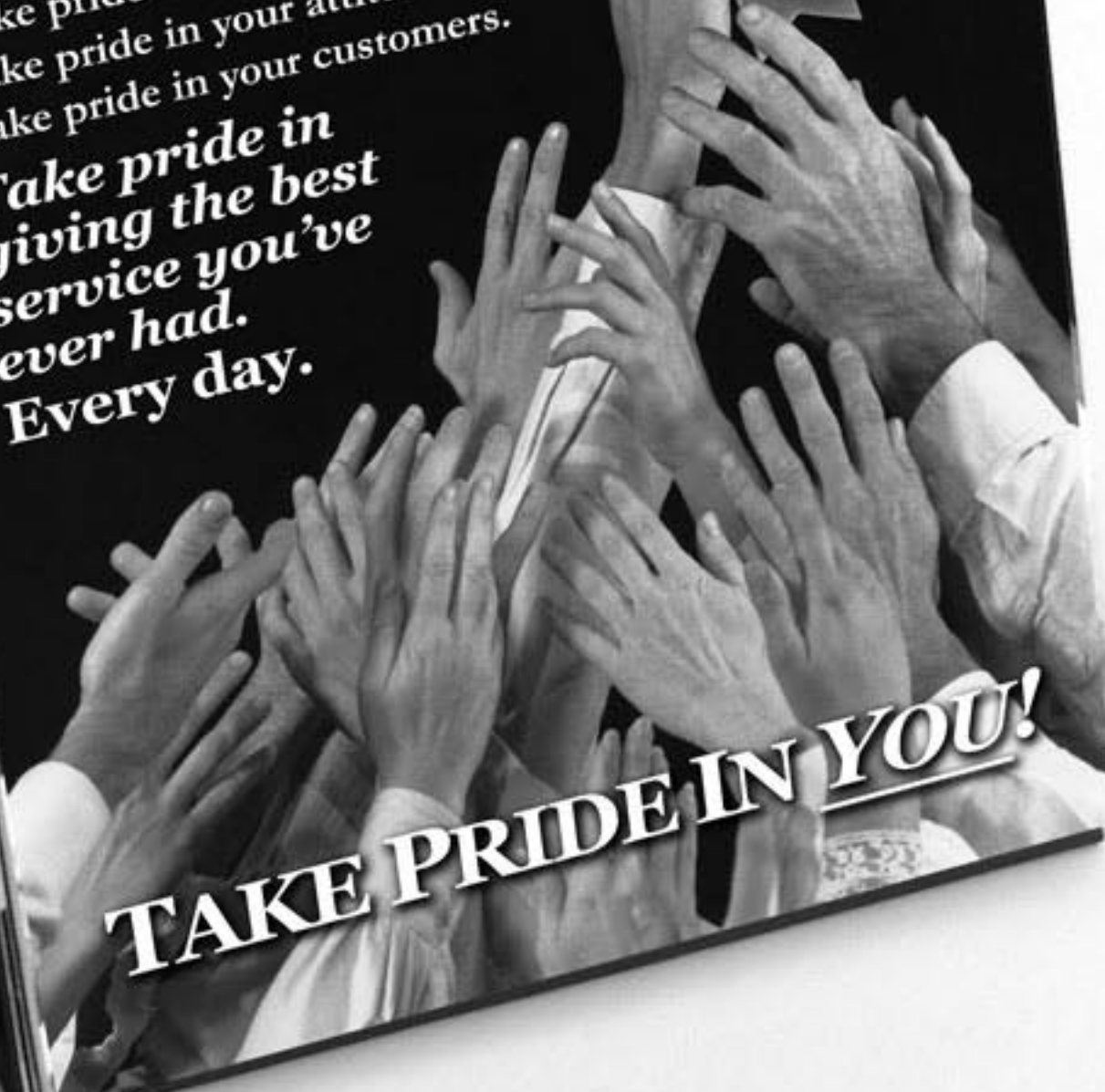


# ACTION Thoughts

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- Take pride in your work.
- Take pride in your team.
- Take pride in your product.
- Take pride in your company.
- Take pride in your attitude.
- Take pride in your customers.

**Take pride in  
giving the best  
service you've  
ever had.  
Every day.**



**TAKE PRIDE IN YOU!**

# ACTION *Thoughts*

## The Shortest Goal Lesson of Your Life...

- 1** Post your goals (in front of your face) on your bathroom mirror, and say them twice a day.
- 2** Once achieved, post your accomplishments on your bedroom mirror so you can start each day looking at your success!

**Looking at your past successes reinforces your ability to achieve your present goals.**





**The  
person  
who  
answers  
the  
phone  
represents  
the  
entire  
company.**

**How is your  
company  
being  
represented?**

*-Jeffrey Gitomer*



**Thought**

When a prospect or customer calls, the first words said to him or her set the tone for the transaction.

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**Question**

*How friendly are your first words?*

**JustTryThis**


*Start all conversations with one of the following words or phrases:*

*"Great!"*


*"No problem."*

*"You're in luck."*


*"That's my favorite problem."*


 When a question is asked by a prospect or customer it means there's a need – and a buying signal.

*Do you know the best way to respond to the need, and ask for the sale?*

 Most companies think it's their people that set them apart – almost. It's their friendly people.

*How friendly are you?*

 People prefer to buy from people they like. *How well are you liked?*

 Friendly makes money. Unfriendly chases money away. *How much money is unfriendly costing you?*

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**ACTION**

*Thoughts*

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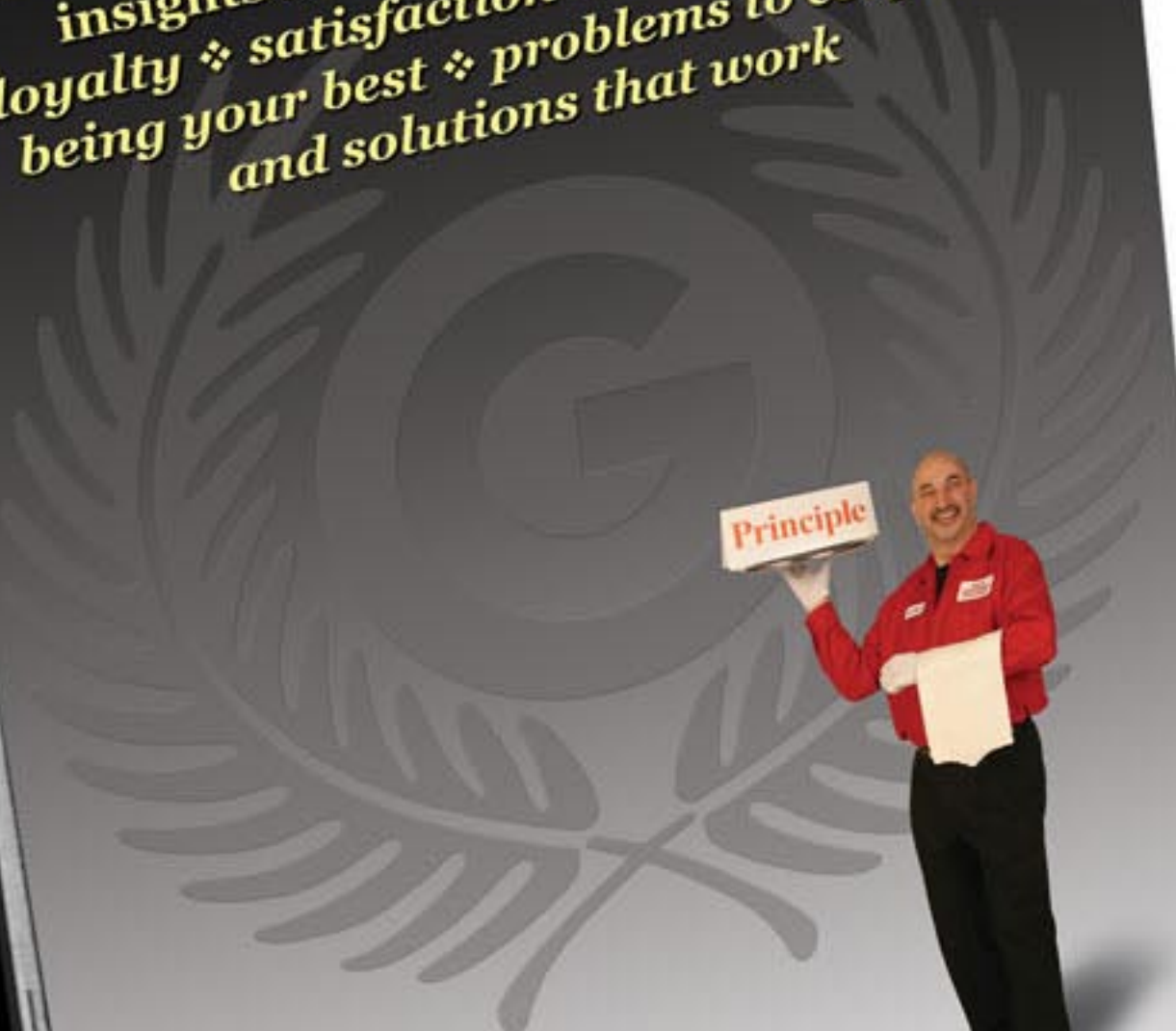
**MOST PEOPLE  
WON'T DO THE  
HARD WORK IT  
TAKES TO MAKE  
SUCCESS**

**EASY**

NOT A QUOTE BOOK

# A Thought Book...

insights and actions to take about...  
loyalty ❖ satisfaction ❖ angry customers  
being your best ❖ problems to confront  
and solutions that work



Principle



This book will make you  
**happy ❖ think ❖ act**  
**AND MAKE YOU MONEY!**

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