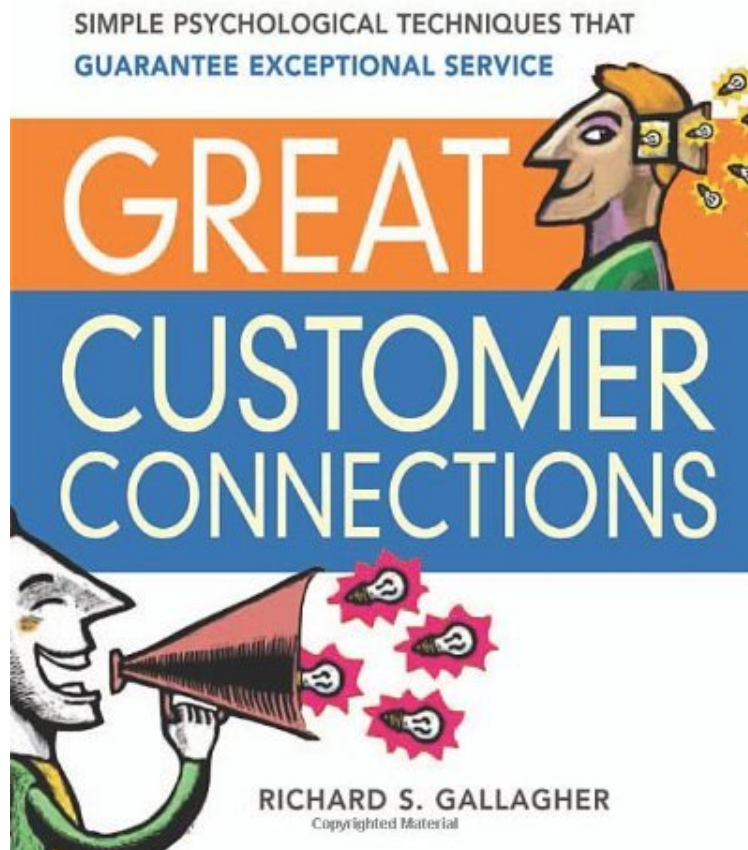


Great Customer Connections: Simple Psychological Techniques That Guarantee Exceptional Service

Richard S. Gallagher

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Good customer service might seem like a matter of attitude, but with a little knowledge of basic behavioral psychology, any service rep or team can dramatically improve service quality. Great Customer Connections presents a step-by-step program for turning each customer interaction into a peak experience. Adapting scientific research into easy-to-apply practices, the book lets service professionals: * connect with customers and "speak the language" of each customer's unique personality * use the "secret phrases" that make them feel great * tell them anything without upsetting them * stop saying "no" -- permanently * defuse any crisis and take command of each interaction even with difficult or unclear customers. Combining known principles of behavioral psychology with field-proven techniques, Great Customer Connections is the key to revolutionizing the service quality that you, your team, and your entire company provide.

"If you're ready to wipe out customer complaints, and keep your employees for years, it's time to read this book." -Niche Magazine About the Author Richard S. Gallagher (Ithaca, NY) is an authority on communications skills and workplace culture. A former customer service executive who is now a popular corporate trainer and public speaker, he specializes in the mechanics of customer interaction.