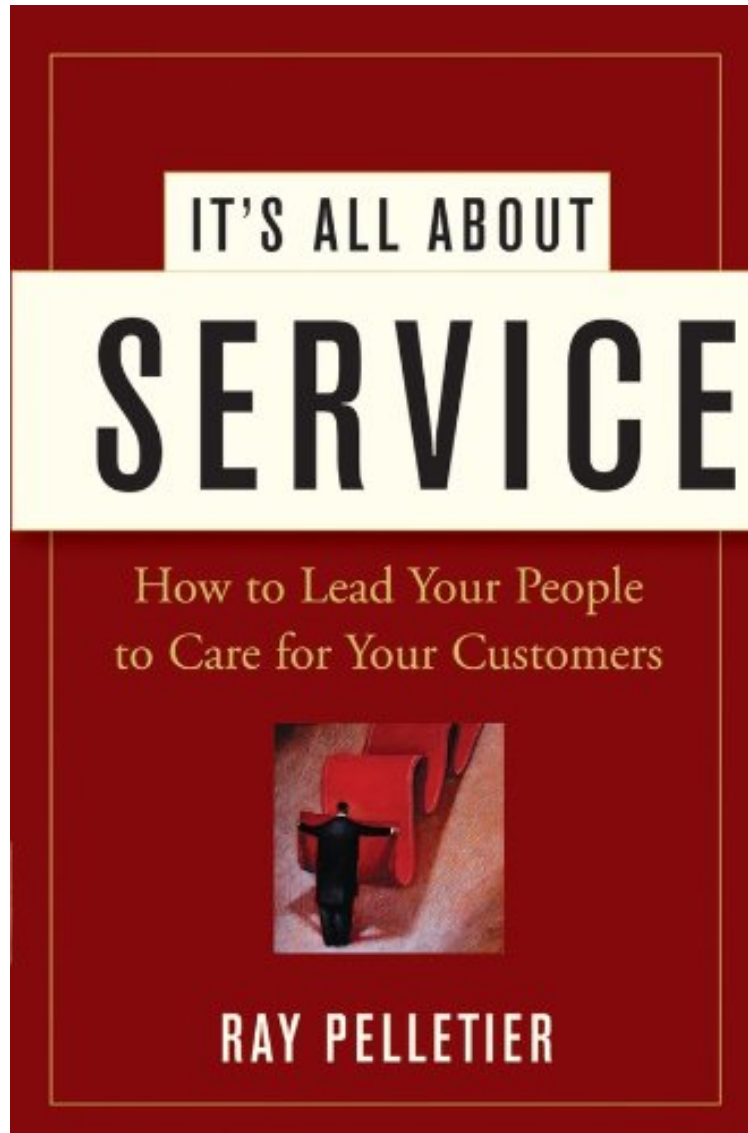


It's All About Service: How to Lead Your People to Care for Your Customers

Ray Pelletier

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Ray Pelletier : It's All About Service: How to Lead Your People to Care for Your Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised It's All About Service: How to Lead Your People to Care for Your Customers:

1 of 1 people found the following review helpful. It's All About ServiceBy SMRTRay Pelletier has done it again! In his straightforward, candid approach, he makes great points - then backs them up with REAL LIFE examples. It's no wonder he consulted with so many companies. Having seen him speak LIVE, his passion for delighting customers is

easy to see. 3 of 3 people found the following review helpful. It's All About Service By Josie Codina Mr. Pelletier's work is inspirational and practical. He has an uncanny understanding of true enthusiasm. Indisputably a must read.

Practical strategies for better customer service based on the principles of servant-leadership Individuals in the workforce and the clients they serve are the fundamental building blocks of every company in America. Executives talk about customer service; but their employees are the ones who make it happen (or not). Author Ray Pelletier reveals the vital importance of a happy workforce in creating a happy client. By caring for employees, managers create an environment in which employees can care for customers. This book shows senior leaders, managers, and supervisors how to develop a managerial style that combines teamwork, trust, listening, forethought, and ethics to nurture a happy workforce and improve customer service. Built on the foundations of the servant-leadership model, the book offers effective, easy-to-implement strategies to develop these vital managerial skills. It's All About Service reveals that leaders who care for their people create businesses that care for their clients-and gain an edge over the competition.

From the Inside Flap In today's hyper-competitive economy, customer service is how you separate yourself from the pack. But many business leaders don't truly understand what great customer service is. Great customer service doesn't just happen at the point of sale, and it doesn't end when the warranty expires. It requires an organization-wide dedication to giving customers what they want, what they need, and what they value. That kind of customer service starts at the top; with great leadership. Combining the team-building strategies of sports franchises with the principles of Servant-Leadership, It's All About Service shows business leaders how to build an organization singularly dedicated to customer care; and reap the benefits of long-term customer loyalty. Bringing these powerful forces together, author Ray Pelletier offers a comprehensive plan that leaders can use to make customer service the heart, soul, and profit center of their business. Based on his in-depth, ten-year study of 300 companies, and more than thirty sports teams, Pelletier discovered what makes great customer service companies and great teams so successful: great leadership. You might not think that Servant-Leadership traits; such as vision, character, belief, ethics, collaboration, and enthusiasm; have anything to do with customer service. But when leaders display those traits, they inspire them in their people. As a result, those people take better care of customers. Inside, you'll find an actionable plan for getting started, helpful resources and exercises that support what you learn, great leadership examples to follow, and fresh ideas to employ. You'll learn how to inspire, coach, and lead your people, as well as how to care for and listen to them. But most important, you'll discover the power of leadership that truly cares, and just how great your business can be when it truly cares for its customers. There's much more to customer service than just a smile and a helpful word; real customer service is all about heart. If you want to transform your business into a customer service leader, you'll probably have to change yourself first. It's All About Service offers a step-by-step plan for getting the best out of your business; but it starts with getting the best out of yourself. From the Back Cover Praise for IT'S ALL ABOUT SERVICE "This book is transformational. It's loaded with substantive ideas and strategies that can propel you and your team to new heights of excellence." —Nido Qubein, President, High Point University and Chairman, Great Harvest Bread Company "Ray has a unique ability to simultaneously reach the coaches and the players. In order words, he is both inspirational and practical in approach. He understands that it truly is all about the people." —Jane Greben, Executive Vice President, National City Bank "Ray knows that championship customer service starts with attitude. But, just as important, he recognizes that attitude doesn't just simply occur out of the blue. It takes careful building and nurturing, and this book shows you how to do that and more." —Mike Fernandez, Chairman of the Board, Capital Partners, LLC "It's seven times more expensive to win a new customer than to retain an old one. That makes Ray's book a must read for anyone who wants to build the kind of customer service that beats those odds." —Bob Danzig, Former head of Hearst Corporation About the Author RAY PELLETIER, CSP, CPAE, is founder and President of The Pelletier Group, as well as a consultant and professional speaker. His clients include Disney, ATT, Johnson Johnson, the Pentagon, the U.S. Air Force, and numerous professional and college sports teams.