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It's the Customer, Stupid!: 34 Wake-up Calls to Help You Stay Client-Focused

Michael A. Aun

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Michael A. Aun : It's the Customer, Stupid!: 34 Wake-up Calls to Help You Stay Client-Focused before purchasing it in order to gage whether or not it would be worth my time, and all praised It's the Customer, Stupid!: 34 Wake-up Calls to Help You Stay Client-Focused:

0 of 0 people found the following review helpful. No Nibbling!By John W. PearsonWhat's not to like about a book with 34 short chapters on customer service? Leverage 10, 20 or all 34 topics and you have a ready-made talk and discussion for your next 10, 20 or 34 weekly staff meetings with your department or your entire team.Here's a pop quiz

for your managers. Just two questions: 1) How many of our team members and volunteers need improved customer service skills? 2) How much money will we invest this year in improving our customer service--and what's the downside if we don't invest any funds? This quick-reading book might be your launching pad for improving the way you serve your customers, clients, donors and volunteers. The author won the World Championship of Public Speaking for Toastmasters International (out-talking 150,000 Toastmasters from 65 countries). So if his book is only one-tenth as good as his platform skills, it's still a winner. Once I scanned a few chapters, I was hooked--then I went back and read the first chapter and...oh-my-goodness...you have to read Michael Aun's horror story at the grocery store that rhymes with "ogre." (He's repeated the story on hundreds of platforms since. And that could happen to your brand--if you don't buy the book and implement his customer service ideas.) Take a look:--Chapter 1: Unhappy Customers Will Not Only Fire You But They Will Tell Others--Chapter 3: Fix the Problem; Don't Fix the Blame--Chapter 4: Always Give Them a Baker's Dozen--Chapter 17: Find Out What the Customers Need and Give It to Them--Chapter 19: Become a Mentor to Your Client; Coach and Counsel!--Chapter 22: If You Pay Peanuts, You Get Monkeys!--Chapter 25: The Old Way Is Rarely the Best Way Because Change Is Constant--Chapter 27: Bad News Travels at the Speed of Light And then this gem: Chapter 15: Nibble Away at Customer Solutions. His point is: DON'T nibble--solve the problem. Aun writes, "It's not surgery that kills, it's delayed surgery. This is a favorite saying of mine. What it means: more often than not, when you address a problem early on, it won't fester into an unsolvable dilemma. Address the problem before it becomes a catastrophe." In the chapter, "Winning Is Never Final and Losing Is Never Fatal," the author says that "stuff is going to go wrong, so get over it. Fix it and move on, and above all, be thankful. This is a gift that keeps on giving. The key is to get people to fail faster." If your organization is strong in casting the vision, but soft in the Customer Bucket, add this practical primer to your resource shelf. 1 of 1 people found the following review helpful. Put yourself in the customer's place By Jazz Guy It's the Golden Rule, stupid. Treat your customer the way you'd want to be treated. Michael Aun has derived his axioms from personal experience as both consumer and sales team leader. He finds it nearly impossible to understand how any service provider can ignore the customer, patient or client's need to get what they've paid for and to be satisfied. Aun's specialty is his ability to expose irrational behavior on the part of companies that depend on returning patrons. If you're in business, there is absolutely no doubt that this easy-read book will change your perspective immediately. It's worth your time. 0 of 0 people found the following review helpful. Four Stars By K. Dawson Great read, quick, straight and to the point. Good way to remember who we work for - our customers!

Ruthlessly focus on what's convenient for customers, not what's convenient for you. Ninety percent of dissatisfied clients will take their business elsewhere and never tell you why. However, ninety-five percent will become loyal customers again if their needs and problems are addressed and remedied. Speaker and salesperson Michael Aun shares these secrets and many more in *It's the Customer, Stupid!*, a guide to growing any business by gaining new customers, and, more importantly, by keeping the ones you have happy and coming back for more. This fun-to-read book explains common myths about sales and customer satisfaction, starting with the fact that most businesses think they're customer-centric, but they just aren't. Get proven steps to REALLY put your customer at the center of what you do. Distinguish your business from the competition by understanding the principle that good sales ARE good service. Author received the Toastmasters "World Championship of Public Speaking" award and is also a full-time businessman practicing what he preaches daily. *It's the Customer, Stupid!* reveals key actions that will shake up your business approach. Your customers will love you for them, and you'll love the effect on sales!

From the Inside Flap: Unhappy customers won't just dump you. No, first they'll tell at least ten or more people about their bad experience with your company, and then they'll broadcast it online. But wait, you say you have a good customer service department? Really? What hoops do your customers have to jump through before you help them? What rules have you wrapped around your customer service department, so that your reps can't really help? How long do you keep your customers on hold? In *It's the Customer, Stupid!*, top salesperson and motivational speaker Michael Aun shares his secrets to keeping your customers happy, your sales growing, and yourself sane. You'll discover the myths and truths about customer satisfaction--and why many businesses and organizations, despite their claims of being customer-centric, really haven't got a clue. This energizing book is packed with sales-boosting tips you can apply right away to your company or your own job, including: If you need to fix something, don't make the customer work for it.