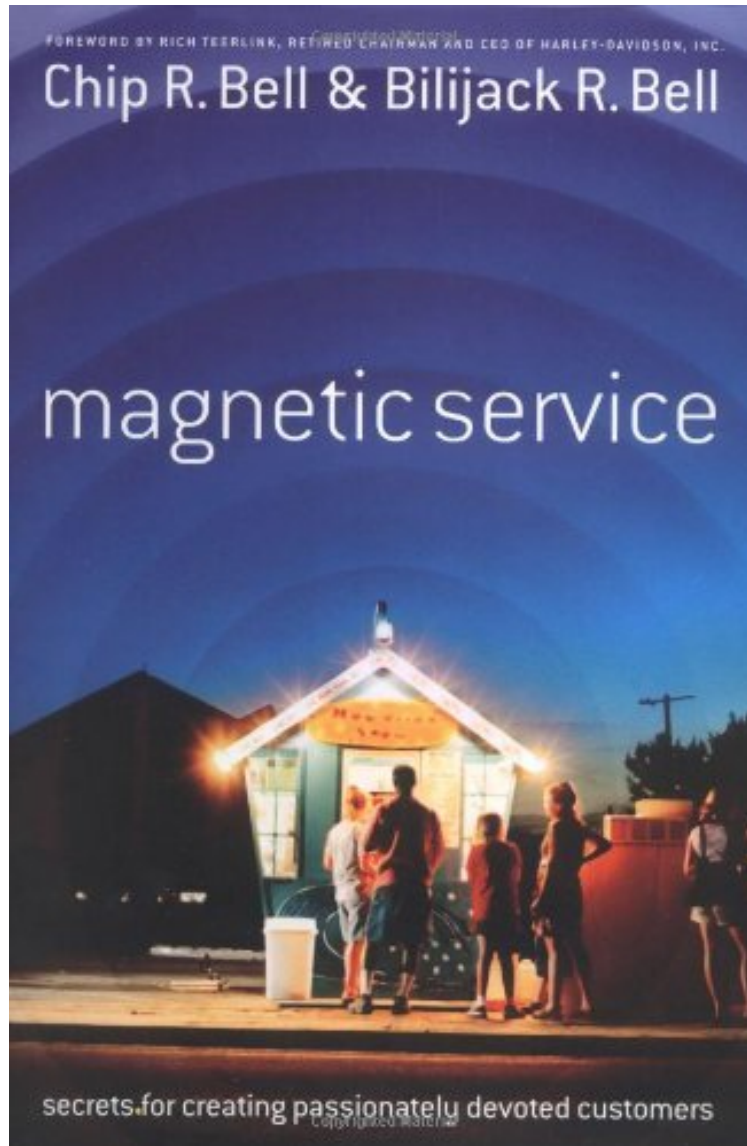


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Magnetic Service: The Secrets of Creating Passionately Devoted Customers

Chip R Bell, Bilijack R Bell

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised Magnetic Service: The Secrets of Creating Passionately Devoted Customers:

0 of 0 people found the following review helpful. 3 starsBy Josephine KelleyThere are a lot of egos in the spa business that ultimately affects the clients with unnecessary processes, and this is my reminder to keep being the employee who cares for all clientele in my business within a business.0 of 0 people found the following review helpful. A Book

You'll Re-Read Again and Again By Jim Cerone You want your small business to succeed? You need the secrets of customer service in a fast, easy read? This book is filled with "gold" at a bargain price. After discovering this at the library, I bought it here and am re-reading it. The Bell's analogy of making your business into a magnet that "attracts" the right customers (and repels the wrong ones) is simple yet powerful. Highly recommended reading. 0 of 0 people found the following review helpful. A Must Read If You Depend on Others To Drive Your Business By sagegirl I work for a day spa and I purchased this book for the owner as well as the spa director as christmas gifts. In this industry, a lot of people get in it to make money and Chip really wrote this book, I believe, to call business owners to respect the power that the "front-line" employee has in helping to provide great magnetic service to every customer. There are a lot of egos in the spa business that ultimately affects the clients with unnecessary processes, and this is my reminder to keep being the employee who cares for all clientele in my business within a business.

The ideal customer defends, champions, forgives, and commits to a company or brand for the long term - but how can a business create such long-lasting loyalty? Chip and Bilijack Bell explain how in *Magnetic Service*, based on examples of real companies who have done just that. Written in a lively, accessible style, the book shows that loyalty comes not from allegiance to a product but from compelling experiences. Using case studies, the authors explain the concept of "magnetic service" that turns casual customers into loyal and enduring fans. The book unlocks the seven secrets of this phenomenon, from "Focus on Customer Hopes, Not Just Needs" to "Add 'Charisma' to the Mix" to "Empower Customers Through Comfort."

Praise for "Managers as Mentors; "The book managers have been waiting for; a clear and practical guide to tapping the talent in their organizations. If you ever wondered what managers in 'learning organizations' are supposed to be doing, here's your answer."