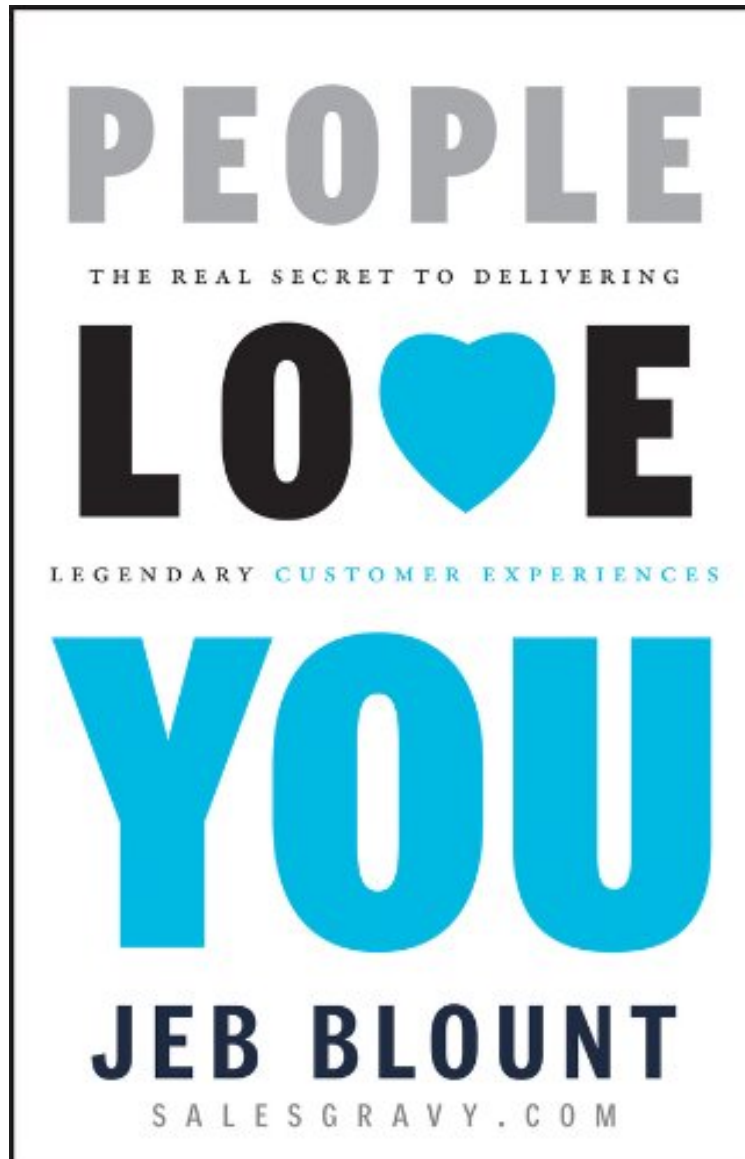


(Mobile book) People Love You: The Real Secret to Delivering Legendary Customer Experiences

People Love You: The Real Secret to Delivering Legendary Customer Experiences

Jeb Blount

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What you experience is what you remember. The more emotional the experience, the deeper it is branded into your memory. Experience has a massive impact on buying decisions. Every touch point, every time you or someone in your company engages a customer, it creates an experience - something they remember. When they have a negative experience, they tend to vote with their feet (and their wallets) and head straight to your competitors. When customers have positive emotional experiences, it anchors them to your brand, your product or service, and ultimately to you. In the twenty-first century, competitive advantages derived from unique products or services are short-lived because competitors are able to quickly and easily duplicate or match your offering. Likewise a focus on customer satisfaction and loyalty will no longer give you the competitive edge. Delivering a legendary customer experience has emerged as the single most important competitive advantage for companies across all industries. In *People Love You* you'll learn the real secrets of customer experience including: 7 Essential Principles of Customer Engagement 5 Levers for Creating a Legendary Customer Experience The Secret to Bridging the Experience Gap How to Leverage the Pull Strategy to become a Trusted Advisor 2 Most Important Rules for Dealing with Pissed-off Customers In a hypercompetitive, global marketplace protecting your company's customer base, the lifeblood of your business, must become your number one priority. The rubber hits the road with account managers, project managers, sales professionals, and customer service professionals—the people most connected to customers—who are on the frontlines of customer experience. They build unique and enduring emotional connections with customers that create long-term revenue and profit streams. In *People Love You*, human relationship guru, Jeb Blount, gives you a powerful playbook for interacting with customers in a way that creates deep, enduring, visceral connections that withstand relentless economic and competitive assaults.

From the Inside Flap What you experience is what you remember. The more emotional the experience, the deeper it is branded into your memory. Experience has a major impact on buying decisions. Every touch point, every time you or someone in your company engages a customer, it creates an experience—something memorable. When customers have a positive emotional experience, it anchors them to your brand, your product or service, and ultimately to you. *People Love You* provides a practical, actionable, and easy-to-implement approach to building strong emotional bonds with customers that last a lifetime. Far too many of today's books on customer service deal with the mechanics and process of servicing customers, without teaching account managers the critical interpersonal skills they need in order to create real customer loyalty and competitive differentiation. The fact is customers are not loyal to products, services, prices, or companies. Instead, they are loyal to people they like, trust, and believe in. *People Love You* offers techniques for creating a legendary customer experience, including: The seven essential principles of customer engagement The five levers of customer experience The secrets to bridging the experience gap How to leverage the pull strategy to become a trusted advisor How to listen well and connect with your customers by making them feel appreciated, valued, and important And much more! In a hypercompetitive global marketplace, protecting your company customer base must become your number-one priority. In order to succeed, businesses need to win over customers at every level and earn their trust. It is through emotional connections that your company will deliver legendary customer experiences that create deep, profitable, and long-lasting relationships. From the Back Cover Praise for *People LOVE You* "You'll love Jeb Blount for his stellar advice on improving your customer relationships. Study his seven essential principles of customer engagement and learn how to make your customers love you—and watch your business soar!" —Harvey Mackay, author of the #1 New York Times bestseller *Swim With The Sharks Without Being Eaten Alive* "Do you want loyal customers? If so, everyone in your organization needs to read *People Love You*. Having written four books on building emotionally engaging experiences, I know a good book when I see one. Jeb hits the nail on the head when he outlines that customers are driven by emotion. I am constantly amazed how b2b companies talk about building 'relationships' with their customers without realizing this means building an emotional experience. Jeb explains how. Read it and take action—before your competition does!" —Colin Shaw, author of *The DNA of Customer Experience: How Emotions Drive Value* "You remember your experiences both positively and negatively. The result of those experiences is how and when you spend your money. Jeb Blount's book, *People Love You*, teaches you how to define those experiences in a way that ensures that your

customers will love you, love your company, love your products and services, and love to give you their money. You could not ask for more in a book, but you'll have to own it and read it to discover it." mdash;Jeffrey Gitomer, author of *Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless* "In *People Love You*, Jeb Blount does a masterful job of teaching you how to lock out your competitors by building unbreakable bonds with your customers." mdash;Jill Konrath, author of *SNAP Selling and Selling to Big Companies* "The imperative for every company is to serve, leverage, and protect its customer base. Jeb Blount teaches you how to gain a real and lasting competitive edge by focusing on what it takes to deliver an unprecedented customer experience." mdash;Keith Rosen, author of the award-winning *Coaching Salespeople into Sales Champions* "In today's marketplace, getting customers is one thing. However, keeping and thriving current customers is everything! Jeb has created a wonderful workmdash;laying out the best practices of how businesses must treat their clients and customers to succeed. Everyone who deals with customers at any stage of the relationship must read this book." mdash;Andrea Waltz, coauthor of *Go for No!* About the AuthorJeb Blount is a leading expert on how human relationships impact account management, customer experience, leadership, and sales. He helps many of the world's leading organizations accelerate revenue growth and profits through a focus on interpersonal relationships. He is the author of six books, including *People Buy You: The Real Secret to What Matters Most in Business*, *People Follow You: The Real Secret to What Matters Most in Leadership*, and *Power Principles*. He has published over 100 articles on account management, leadership, and sales, and his audio programs have been downloaded more than 6 million times on iTunes. More than 200,000 business professionals subscribe to his weekly newsletter.