



Win the Customer: 70 Simple Rules for Sensational Service

Flavio Martins

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Great companies distinguish themselves from the competition by providing their customers with something truly special, something beyond price point that can't be duplicated: unique, outstanding customer service experiences.

"Win the Customer" cuts right to the chase, giving readers practical, powerful techniques for energizing the way they interact with the people who drive their business. When it comes to service, satisfaction is a short-sighted goal. Follow the simple rules in this book and transform ordinary customers into lifelong fans.

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