

WIN

THE

CUSTOMER



**70 SIMPLE RULES FOR
SENSATIONAL SERVICE**



FLAVIO MARTINS



Win The Customer 70 Simple Rules For Sensational Service

Lee Cockerell



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The Customer Rules Lee

Cockerell, 2013-03-05 The former Executive Vice President of Walt Disney World shares indispensable Rules for serving customers with consistency efficiency creativity sincerity and excellence Lee Cockerell knows that success in business any business depends upon winning and keeping customers In 39 digestible bite sized chapters Lee shares everything he has learned in his 40 year career in the hospitality industry about creating an environment that keeps customers coming back for more Here Lee not only shows why the customer always rules but also the Rules for serving customers so well they'll never want to do business with anyone but you For example Rule 1 Customer Service Is Not a Department Rule 3 Great Service Follows the Laws of Gravity Rule 5 Ask Yourself What Would Mom Do Rule 19 Be a Copycat Rule 25 Treat Every Customer like a Regular Rule 39 Don't Try Too Hard As simple as they are profound these principles have been shown to work in companies as large as Disney and as small as a local coffee shop from businesses selling cutting edge technologies like computer tablets to those selling products as timeless as shoes and handbags at corporations as long standing as Ford Motors and those as nascent as a brand new start up And they have been proven indispensable at all levels of a company from managers responsible for hiring and training employees setting policies and procedures and shaping the company culture to front line staff who deal directly with clients and customers Chock full of universal advice applicable online and off The Customer Rules is the essential handbook for service excellence everywhere

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