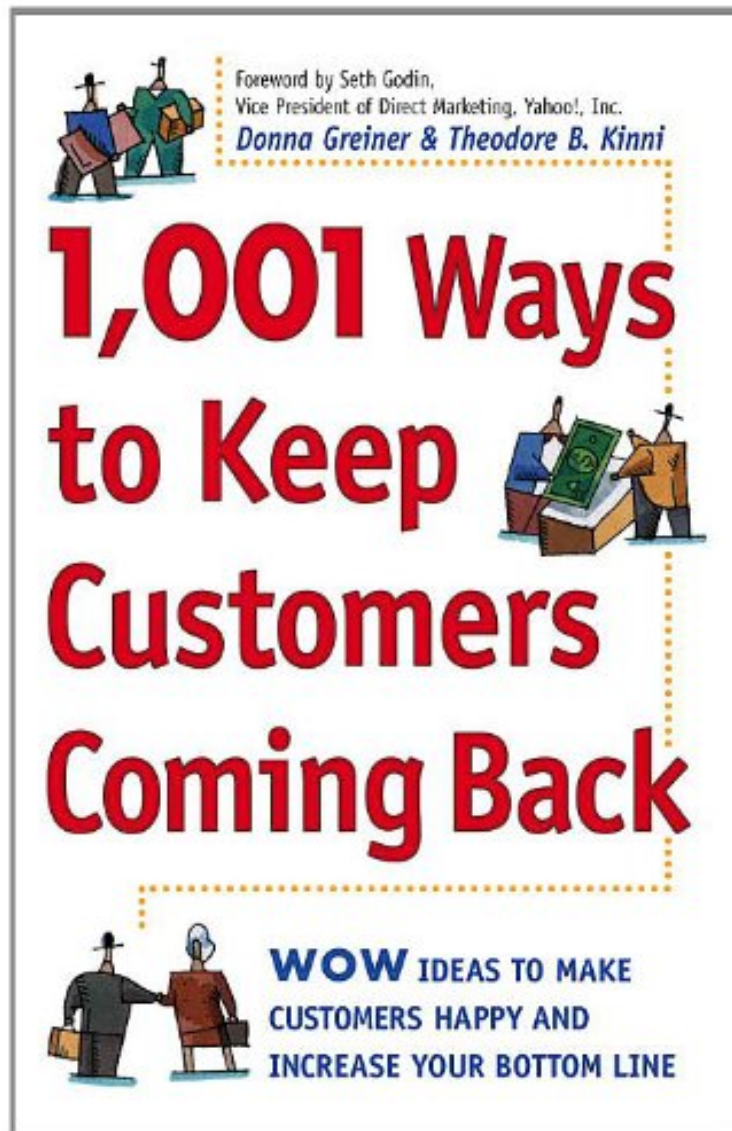


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Donna Greiner, Theodore B. Kinni

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20 of 21 people found the following review helpful. Irresistible Lists to Fill the Gaps in Your Stalled Thinking
By Donald Mitchell
Ever since *The Loyalty Effect* was published, companies have come to understand that it is usually far more profitable to keep existing customers than to acquire new ones. Since companies usually focus more on getting the new ones, that left a problem for executives: What are good ways to retain customers? The book vaults into the gap by addressing major areas like creating a better bundle of products and services (offer stamps in a card shop in a tourist town like Williamsburg where the post office has long lines), add incentives (free gifts, coupons, rebates, special financing, and contests), tap into or build communities of interests (like those who love Harleys), building trust by standing behind your work (deliver what you promise and make good if you don't), give first in order to receive (this often means helping a charitable purpose with some of your proceeds), reward all customers as though they are your best customer (with a smile, recognition, respect, etc.), treat your best customers even better (they account for 80 percent of profits and there aren't very many of them), make it easy (automatic reorder and replenishment), go to your customers, personalize what you offer to your customers, and become a champ at customer service. These are all valid concepts, and seeing 100 or so examples of each point makes it easier to imagine how to apply these principles to your own business. That's the strength of the book. My only quibble was that it seemed like the examples pretty much came from the same companies in each area. I think I now know more about Merrie Maids than I really need to know, and a lot of the examples are pretty obvious. Usually books of lists have more variety and more intriguing examples. Perhaps this limitation is just because this subject hasn't been thought about enough. I hope the authors come back with an update on this book in a few years with zingy examples that are based on things you, the reader, have developed as a result of studying this book. May you have irresistible success in keeping your customers!
10 of 10 people found the following review helpful. Customers are the gold in your company
By Demetris Demetriou
I liked this book. All companies depend on one thing only; customers. And "1001 Ways to Keep Customers Coming Back" emphasizes this point which, although, should be clear with all managers and business owners, is not. The book introduces basic ways of keeping your customers happy and how to "promote" your company or product so that you gain customer loyalty. I think this is a good book for everyone in the business world.
1 of 1 people found the following review helpful. Misleading title
By tom
The book says 1001 ways.....but what it does is it takes one idea let say sponsorship and shows 20 companies that sponsor some event. So the book has about 30-50 ideas and about 1000 companies that implement them. From those 30-50 ideas are useful about 10 the rest is common sense even for a 10 year old running a lemonade stand, like print coupons, give discount on slow days etc. I can't recommend the book very basic, 301 do it your self marketing ideas is much more useful for a new small business.

Sure-Fire, Can't-Miss Tips, Techniques, and Ideas for Building Lifelong Customer Loyalty
Imagine having the customer-service secrets of the world's most successful businesses right at your fingertips. With this book you can!
Authors Donna Greiner and Theodore Kinni spent five years uncovering how Nordstrom, Southwest Airlines, Ritz-Carlton, American Express, and other world-class companies keep their customers for life. The result is 1,001 timely, entertaining, and brilliantly inventive customer-retention ideas. Inside, you'll discover the secrets to:
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• Recognizing and rewarding your most profitable trophy customers
• Using three kinds of guarantees to build customer trust
• Turning first-time customers into frequent buyers
• And much more!
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