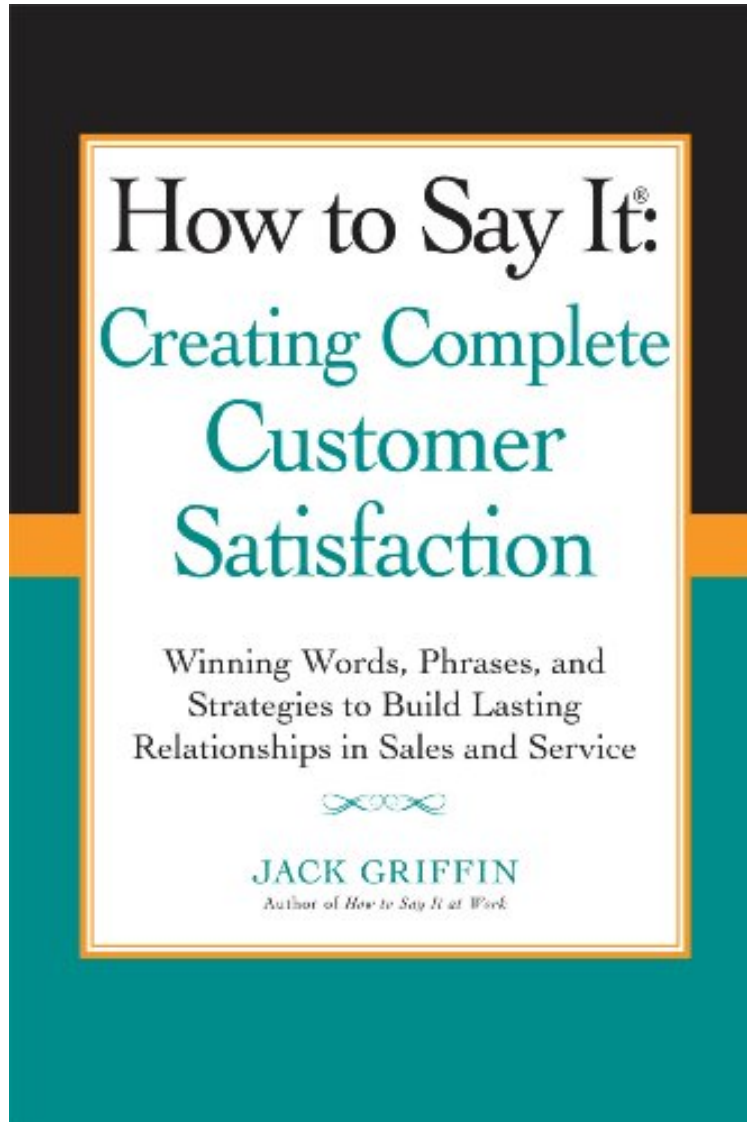


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How to Say it: Creating Complete Customer Satisfaction: Winning Words, Phrases, and Strategies to Build Lasting Relationships in Sales and Service

Jack Griffin

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0 of 0 people found the following review helpful. **The What and the How** By Jim Estill
What we say and how we say it makes customers like and trust us or not. This book attempts to address the what and the how. The introduction explains that the book is about "seeing the customers point of view". Address the customers' needs and wants. I was surprised to see almost the first half of the book devoted to selling - the process and the language. I suppose I should not have been surprised at this since customer service is so linked to sales. I liked the focus the book has on words including a list of good words to use like advise, act, direct, discerning, valuable, help me, savvy, we listen etc etc. I liked the final chapter "Welcome All Complaints" (Essentially they are opportunities to prove how good you are and they allow companies to continually improve). It is a good book for anyone in sales or dealing with customers.

0 of 0 people found the following review helpful. **How To Say It: Creating Complete Customer Satisfaction** By World Drive Coach
This book is about how to sell and keep customers satisfied. It is a thorough book going through the sales process all the way through handling with customer complaints about your product. It also has lists of suggested words to use and words to stay away from which can be a great help to those who are writing marketing material. I find the book to be a great reference for anyone whether you would consider yourself in sales not. Even person at the customer service desk in a retail store can learn a great deal from this book. I think the most important point that anyone can take from this text is to take care of your customer. While this seems obvious I run into many companies that forget this fundamental lesson. If each person who reads this book can grasp this one lesson along with the concepts presented you can win in business. There were two things that annoyed me in this book. One was the typos at the start that gave me a bad impression of the book at first. This does go away rather quickly so don't let it turn you off from reading it as it seems confined to the first section or so. The second thing were the examples. There was not a consistent theme with the example letters and e-mails. The "company" name changed a few time and the format of the examples changed. While it doesn't make anything away from what the book is trying to teach it does get a little aggravating at the back and forth between the changes. It would be easier for people to learn the material if there were more consistency in this area. As a whole I would recommend anyone who works one on one with customers to read and absorb this book. You will get a lot out of it. *Note: I received a copy of this book at no charge in exchange for my honest review.*

A guide to effectively communicating with customers to create lasting and repeat business relationships. This book provides practical, results-oriented guidance for effective communication with customers through sample words, phrases, scripts, and strategies applied to real-world examples. Unlike the vast majority of books that deal with customer communication, *How to Say It: Creating Complete Customer Satisfaction* does not separate sales from customer service communications, but instead integrates them into a single book. Readers will learn how to: Speak the language of Yes by asking the right questions Get referrals through established customers Offer value through solutions, satisfaction, and trust Anticipate and preempt objections Own a problem by owning the solution