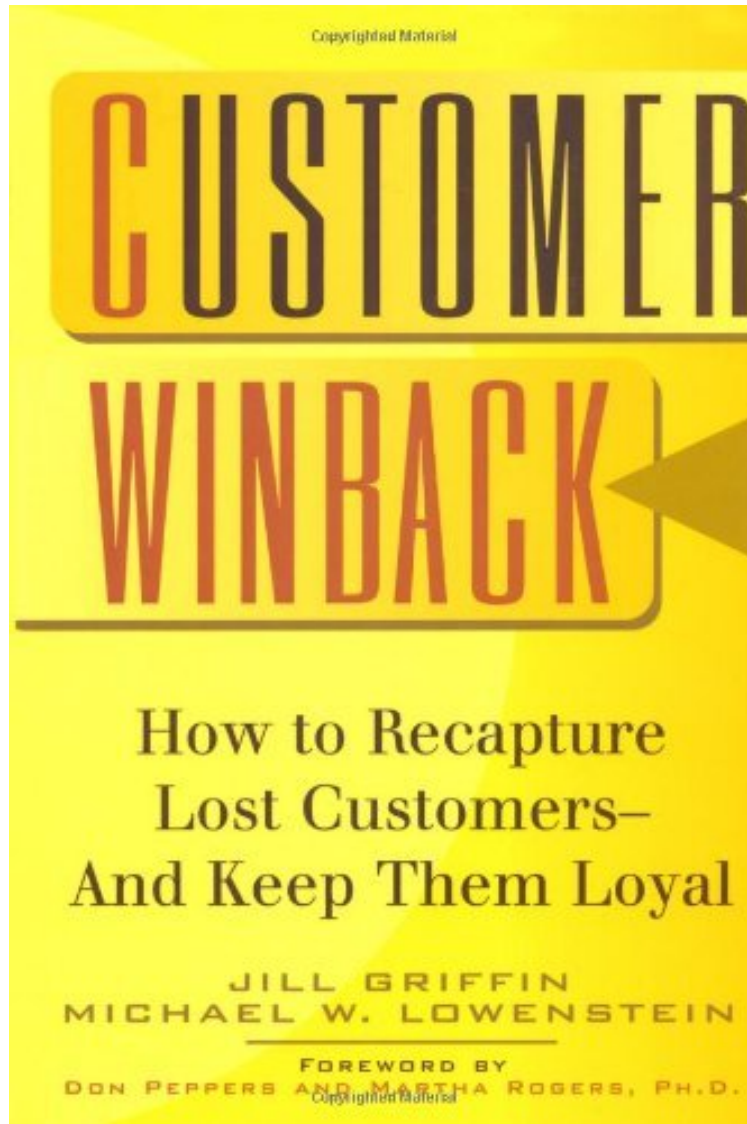


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Customer Winback: How to Recapture Lost Customers--And Keep Them Loyal

Jill Griffin, Michael W. Lowenstein
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Jill Griffin, Michael W. Lowenstein : Customer Winback: How to Recapture Lost Customers--And Keep Them Loyal before purchasing it in order to gauge whether or not it would be worth my time, and all praised Customer Winback: How to Recapture Lost Customers--And Keep Them Loyal:

0 of 0 people found the following review helpful. Loyalty for old and new customersBy Pedro LopezOne of the few books that makes emphasis on winning back the lost customers, as much as the acquisition and retention of all customers in general. Also handles two key concepts in loyalty: having a team related to avoid customer defections,

and having a team related to win-back customers; both key Issues to pursue as a base of loyalty for any company. Last but not least, the importance to count on a "loyalty staff" always planning how to protect the customers and keep them satisfied. A very nice book and easy to read that includes many practical cases and examples. 0 of 0 people found the following review helpful. Five Stars By HYM Great book, it explains everything step by step, has been very useful 10 of 0 people found the following review helpful. A Brilliant Book to Help Any Company Make More Money By Philip Campbell Customer Winback is an incredibly interesting and motivating book whose timing could not be better. I bought the book over the Memorial Day weekend and could not put it down. When I read a book, I always underline and put stars next to key points that I go back to when I review the book again. My copy of Customer Winback now has more of my blue pen marks and stars on its pages than the black ink it was printed with. I will be going back to it over and over again. Most companies in today's economic environment are struggling to find ways to make more money. Cost cutting is the instinctive reaction when times get a little tough. Unfortunately, we can't cut or shrink our way to greatness in business. Growing the revenue line with profitable sales is the path to making more and more money each year. The authors of Customer Winback have provided the road map we should all follow to grow sales profitably. The depth of their hands-on practical experience is very evident in the material presented. I was impressed. They also did a great job setting the material out with plenty of real company success stories and the statistics and numbers to back them up. The book provides you with their recommendation for how to implement the program in an easy to follow step by step approach. You will love it (and profit from it.)

Most firms consider the lost customer a lost cause. But in this ground breaking book, Jill Griffin and Michael Lowenstein provide you with step-by-step solutions for winning back lost customers, saving customers on the brink of defection, and making your firm defection proof. Whether your business is small or large, product- or service-based, retail or wholesale, this book offers proven strategies for recognizing which lost customers have the highest win-back value and implementing a sure-fire plan to recover them. It includes the techniques of hundreds of innovative companies who are already working to recapture lost customers and keep them loyal. In today's hyper-competitive marketplace, no customer retention program can be entirely foolproof, but with this guide gives you today's best methods for winning back those customers you simply can't afford to let go.