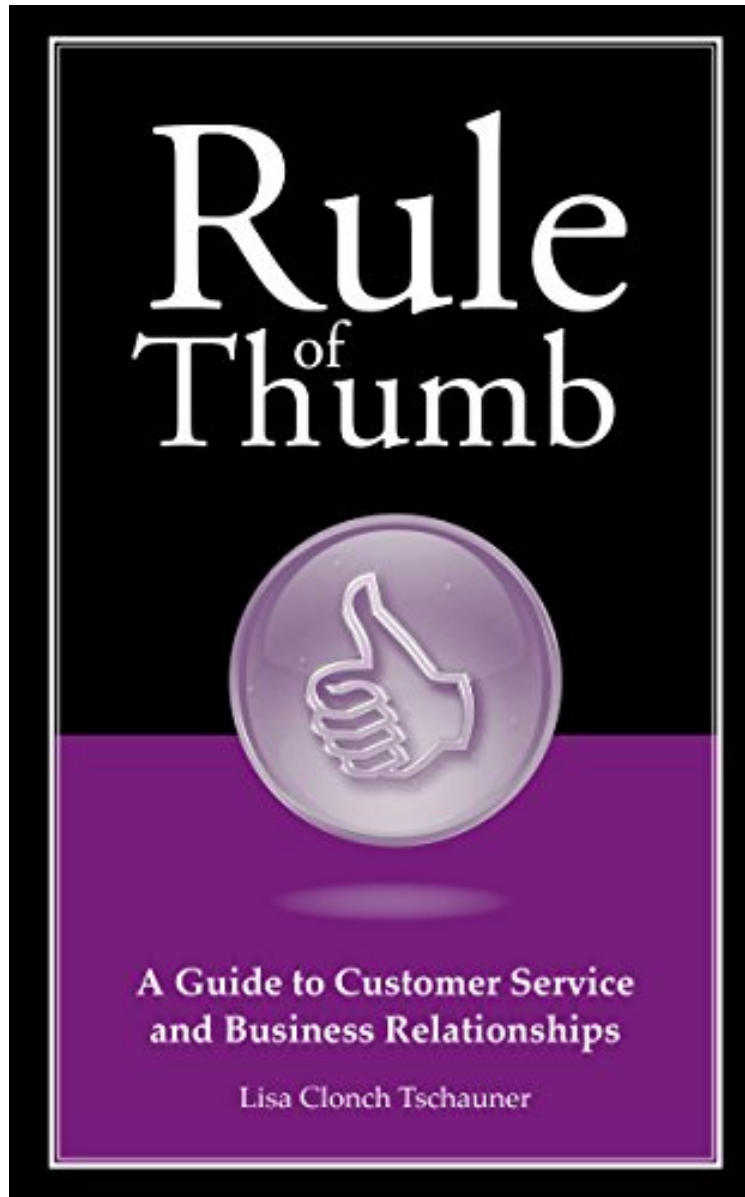


Rule of Thumb: A Guide to Customer Service and Business Relationships

Lisa Tschauner

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Lisa Tschauner : Rule of Thumb: A Guide to Customer Service and Business Relationships before purchasing it in order to gage whether or not it would be worth my time, and all praised Rule of Thumb: A Guide to Customer Service and Business Relationships:

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business owner, and I try to navigate my day always with the best of intentions. Lisa Tschauner's book, in the Rule of Thumb series, allows me to map out and implement AWESOME customer service, to my own employees AND to my customers. We have used this book during staff meetings to engage in conversation about what good customer service looks like, and we have even created incentives and prizes, based upon its content. This is a concise yet complete overview that defines exactly who the customer is, and how best to provide outstanding customer service, internal communication and follow through. I refer to this book almost daily, reaching across the desk to locate a specific rule of thumb, or find motivation for my staff. I particularly love the last chapter which details how to Make your Customer your Super Hero !A worthy, relevant read. 1 of 1 people found the following review helpful. Great, quick read By KrisVRule of Thumb is a helpful book to remind us of the importance of providing top notch customer service in business. As a new business owner, this guide is helping me outshine my competition! Great, quick read! 1 of 1 people found the following review helpful. Clear, concise, useful for new or experienced business owners By redlineI enjoyed this book and although I have owned my business for 10 years I still found there were ways I could improve my customer service. This book is a perfect read for a 2 hour plane ride and you will land many new ideas for wowing your customers.

Rule Of Thumb: A Guide to Customer Service and Business Relationships is an introductory guide for first-time entrepreneurs and small business owners seeking to gain a basic understanding of what it takes to create unrivaled customer service and long-lasting business relationships. In today's business world the customer service experience is the most critical component that can lead small businesses to remarkable success. It can be a business owner's greatest asset if it is properly implemented, practiced on a regular basis and customized to meet the needs and wants of customers. The relationships entrepreneurs and small business owners have with customers is a key component to their business's growth and evolution to the next level. Learn how to build outstanding and valuable relationships with customers and clients by: 1) Identifying the needs and wants of your customers; 2) Seizing opportunities and recognizing and addressing challenges; 3) Creating successful communication strategies; 4) Developing best practices for follow-up; 5) and more! Competition is fierce in our current economy. Prepare yourself to be a leader in your industry and the best at your business. You have the power to create an unforgettable experience and lasting impression on your customers. This book will lead you to develop your own dynamic and unique strategies that are sure to grow your business.

About the Author Lisa Clonch Tschauner is the author of *Rule of Thumb: A Guide to Customer Service and Business Relationships* and is the founder and co-owner of *Open for Business*, a B2B print and online magazine. She was an instructor of Entrepreneurship and Business at Central Community College, and coordinated the Entrepreneurship Center where she worked with many start-up business owners. She is well-versed in communication theory as well as applicable methods and is an active public speaker. Lisa has authored books, articles and worked on many research projects. She also volunteers on local and state coalitions and boards. Tschauner lives in Central Nebraska with family.