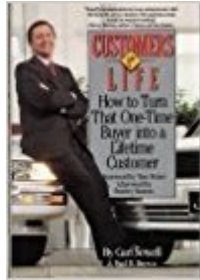




The book was found

Customers For Life



Synopsis

The man that Tom Peters called "one of the country's savviest entrepreneurs" proves that treating the customer right is the best profit strategy. Carl Sewell's straightforward "cookbook" approach is the book for everyone who deals with customers or clients.

Book Information

Hardcover: 208 pages

Publisher: Doubleday Business; 1st edition (September 1, 1990)

Language: English

ISBN-10: 0385415036

ISBN-13: 978-0385415033

Product Dimensions: 1 x 6.5 x 9.5 inches

Shipping Weight: 15.2 ounces

Average Customer Review: 4.6 out of 5 stars 129 customer reviews

Best Sellers Rank: #309,007 in Books (See Top 100 in Books) #359 in [Books > Business & Money > Marketing & Sales > Customer Service](#) #871 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#) #4071 in [Books > Business & Money > Management & Leadership > Management](#)

Customer Reviews

Stanley Marcus If you don't learn from this book, it's your fault. -- Review --This text refers to an out of print or unavailable edition of this title.

The art of developing the long-term customer relationships that are the lifeblood of every successful enterprise."Sewell's fundamentals are to an entrepreneur what the three R's are to a teacher...required reading."--Harvey Mackay, author of *Swim With The Sharks*

I first read this book around 1995 and just recently re-read the book (2017). This is a MUST-READ book for anyone that is involved in acquiring and keeping customers or clients. There is a lot of plain-old common sense advice that cuts across all sorts of businesses -- especially those that involve providing a service. It's possible to finish reading the book in about 2 hours -- you won't be able to put it down.

Fantastic book! Carl Sewell is a pioneer and game changer in the auto industry.I moved to Dallas a

year ago and what I hear, even from the credible skeptics is how Sewell exemplifies ultimate customer satisfaction! In conclusion, there are many brilliant books about customer service but this one speaks with authentic authority, the sincerity and true love of humanity is palpable.

I am a Sewell customer for life. His book is a great "bible" of how to make customers for life in any business. Great job of sharing !

This is an easy read full of dozens of good ideas about how to build customer loyalty and satisfaction. His main themes revolve around creating ways to enhance the customer experience by removing hassles and demonstrating that you have the customer's best interests at heart. Mr. Sewell is a car dealer but most of his ideas are generally applicable. Good ideas come in tight, short chapters (often only a page or two in length) so there are lots of good "bites," but occasionally I would have liked more details. Overall 3.5 stars; worth reading at used book prices, but the New hardback price is a bit steep.

The information in this book is good and it is a quick read. There are things that I think it goes into too much detail though. For example, while I know that employees are very important to having customers for life I think this book would be better if it went into less detail about that. I don't care to read the interview process they use or how they evaluate employees. I would have liked to see more information on the actual process that they use to minimize mistakes and ensure customer satisfaction. They encouraged to study systems used in manufacturers and apply that to the customer service side of business. I would have been interested in reading more about what systems they use and how they apply them in their business.

* Great quick read...and don't skip the foreword by Tom Peters or the afterword by Stanley Marcus. These veterans really add some kick to Carl's message. Made me want to go to Dallas to buy my next car.* Format made it easy to digest before/after work or in between meetings. 40 very short chapters, each touching on a different topic related to winning customers for life* Useful to-do's. I will now be thinking about the lifetime spend of my customers, not any one single purchase. I will charge them the way I would charge a friend...after all, you shouldn't charge a 'customer for life' anything you wouldn't feel comfortable charging a friend.* Inspired me to want to go even further on my client's behalf.* Reinforced a lot of things I already believed, but enjoyed reading...regarding marketing, service, empowerment of people, compensation, survey feedback, and building great

processes. Enjoy!

good information for good customer service

Even though it's a bit dated, the foundations of this book are still great. I read it upon a recommendation from a friend...and then immediately purchased copies for my entire leadership team. We've already implemented a good number of the approaches Sewell lays out in the book -- we are big fans!

[Download to continue reading...](#)

The GopherHaul guide on how to get customers for your landscaping and lawn care business - Volume 3.: Anyone can start a landscaping or lawn care ... customers. This book will show you how. Fundamentals of Selling: Customers for Life through Service Customers for Life: How to Turn That One-Time Buyer Into a Lifetime Customer Customers for Life One Billion Customers: Lessons from the Front Lines of Doing Business in China (Wall Street Journal Book) PRODUCT LISTING FORMULA (FOR YOUR E-COMMERCE BUSINESS): How to Write Amazing Product Listing That Converts Into Paying Customers Watch ... Finish (E-Commerce from Series Book 3) Lean Customer Development: Build Products Your Customers Need Value Proposition Design: How to Create Products and Services Customers Want (Strategyzer) The Customer-Funded Business: Start, Finance, or Grow Your Company with Your Customers' Cash The Magnetic Leader: How Irresistible Leaders Attract Employees, Customers, and Profits The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd Marketing: A Love Story: How to Matter to Your Customers Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business (New Rules Social Media Series) Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, ... and More (Marketing/Sales/Adv & Promo) Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts Worth Every Penny: Build a Business That Thrills Your Customers and Still Charge What You're Worth Agile Product Management with Scrum: Creating Products that Customers Love (Addison-Wesley Signature Series (Cohn)) The Discipline of Market Leaders: Choose Your Customers, Narrow Your Focus, Dominate Your Market What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services How to Write Copy That Sells: The Step-By-Step System for More Sales, to More Customers, More Often

Contact Us

DMCA

Privacy

FAQ & Help