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Loyalty Is

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we do! Our

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1998, ISBN

1-885167-30-X.

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to make

customers love

you, keep them

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they know",

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holds that

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as high as 97%,
but that still
means that 3% of
your customers
are free agents
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They will shop

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may be
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November 23,

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Martins.

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anything related
to

"satisfaction"
is terrible. It
drives me nuts!
How about you
post a sign
saying: "Ok

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folks! Let's go
for mediocre
today."

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sales--it is the
"loyal" customer

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who resists the
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tempting offers.
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and implement:

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and builds easy-

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Value Attraction

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(creating social messages that make the reader want more) 2.

THEM Preparation (planning strategy, getting ready, and executing)

3. Value

Engagement

(attraction PLUS value) 4.

Connection and

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Satisfaction Is

(perceived value
beyond price in

both "how to
connect" and

"connect to make
a sale") 5.

Building

profitable long-
term

relationships

(loyal, value
driven

customers) 5.5

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Building a
permanent
referable first-
class reputation
(both online and
community based)

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just the answer
- it's a no
bullshit book of
ANSWERS and
ACTIONS that
will put you on
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just MORE.

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- ideas and

friends. Expose

your thoughts.

Attract. Prepare

and Be Prepared.

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Relate.

Differentiate.

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Serve with

pride. Reward -
yourself and

others. Love it
or leave it. Do
the right thing
all the time.

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closing brick-and-mortar stores every month and the continued shift to online shopping, there is a major push to strengthen customer loyalty by improving the customer experience. The two most

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important qualities that consumers look for are

convenience and efficiency.

Finally a source is available that will give retailers and companies in general the insight needed to enhance

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while improving
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achieving
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customer loyalty
today and into
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understand where
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we are today,

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bases, giving

you a new

approach to

expand your

customer base

and your

business.

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customer values
rather than
demographics,

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People Not Like

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you can grow

business and

profits by

targeting those

who are

different from

your core

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Reach unfamiliar new market segments with your products

Learn how to engage micro-segmented

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Author's company was named one of

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classic, the
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core values of
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emulated by any
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book about how
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are the building
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culture where
employees are
empowered to
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deliver a world-
class experience
to customers.

Nordstrom
believes that
the employee
experience
determines the
customer
experience, and

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that when you
attract and
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who are

comfortable in a
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culture, then
everyone

succeeds—both
individually and
collectively. No
wonder Nordstrom
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painless,

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people all the

digital tools

necessary to

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must do the

same, if it

wants to adapt.

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service is this:
It enables us to
sell more,' says
co-president
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'The best way
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to achieve
results is to do
what's best for
the customer.'

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