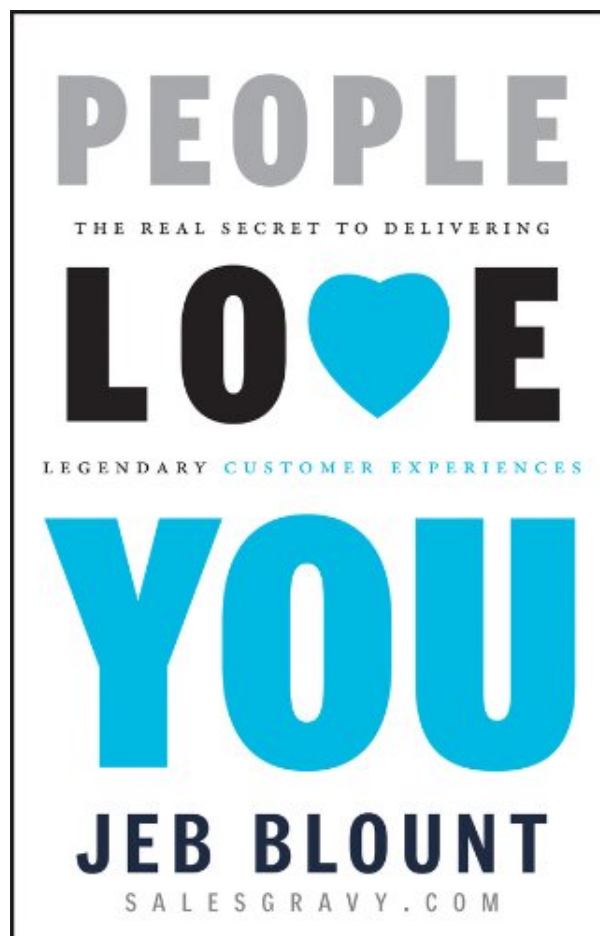


PEOPLE LOVE YOU: THE REAL SECRET TO DELIVERING LEGENDARY CUSTOMER EXPERIENCES BY JEB BLOUNT



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From the Inside Flap

What you experience is what you remember. The more emotional the experience, the deeper it is branded into your memory. Experience has a major impact on buying decisions. Every touch point, every time you or someone in your company engages a customer, it creates an experience—something memorable. When customers have a positive emotional experience, it anchors them to your brand, your product or service, and ultimately to you.

People Love You provides a practical, actionable, and easy-to-implement approach to building strong emotional bonds with customers that last a lifetime. Far too many of today's books on customer service deal with the mechanics and process of servicing customers, without teaching account managers the critical interpersonal skills they need in order to create real customer loyalty and competitive differentiation. The fact is customers are not loyal to products, services, prices, or companies. Instead, they are loyal to people they like, trust, and believe in.

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- How to listen well and connect with your customers by making them feel appreciated, valued, and important
- And much more!

In a hypercompetitive global marketplace, protecting your company customer base must become your number-one priority. In order to succeed, businesses need to win over customers at every level and earn their trust. It is through emotional connections that your company will deliver legendary customer experiences

that create deep, profitable, and long-lasting relationships.

From the Back Cover

Praise for People LOVE You

"You'll love Jeb Blount for his stellar advice on improving your customer relationships. Study his seven essential principles of customer engagement and learn how to make your customers love you—and watch your business soar!"

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"You remember your experiences both positively and negatively. The result of those experiences is how and when you spend your money. Jeb Blount's book, *People Love You*, teaches you how to define those experiences in a way that ensures that your customers will love you, love your company, love your products and services, and love to give you their money. You could not ask for more in a book, but you'll have to own it and read it to discover it."

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In the twenty-first century, competitive advantages derived from unique products or services are short-lived because competitors are able to quickly and easily duplicate or match your offering. Likewise a focus on customer satisfaction and loyalty will no longer give you the competitive edge. Delivering a legendary customer experience has emerged as the single most important competitive advantage for companies across all industries. In *People Love You* you'll learn the real secrets of customer experience including:

- 7 Essential Principles of Customer Engagement
- 5 Levers for Creating a Legendary Customer Experience
- The Secret to Bridging the Experience Gap
- How to Leverage the Pull Strategy to become a Trusted Advisor
- 2 Most Important Rules for Dealing with Pissed-off Customers

In a hypercompetitive, global marketplace protecting your company's customer base, the lifeblood of your business, must become your number one priority. The rubber hits the road with account managers, project managers, sales professionals, and customer service professionals—the people most connected to customers—who are on the frontlines of customer experience. They build unique and enduring emotional connections with customers that create long-term revenue and profit streams. In *People Love You*, human relationship guru, Jeb Blount, gives you a powerful playbook for interacting with customers in a way that creates deep, enduring, visceral connections that withstand relentless economic and competitive assaults.

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- Published on: 2013-01-25
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- Format: Kindle eBook

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Most helpful customer reviews

0 of 0 people found the following review helpful.

Great read!

By John Peters

This book is a simple explanation of the importance of humanity when doing business, not because being systematic isn't important but because blending the emotional impact of relationships with the structure and blueprint of business, must be a marriage of compromise and inclusion.

8 of 8 people found the following review helpful.

Finally, a book for us - the customers!

By Mike Brooks

Bravo, Jeb Blount! There are a lot of books on sales and sales techniques (and I should know, I've written some of them!) but now there is book that speaks to the most important part of the sale - the customer's experience. We've all heard that "people buy from people they like, know and trust," but just how do you turn prospects into those kind of people? How do you turn strangers into trusted friends who want to continue to buy from you, who want to refer you to others in their network, and who think of you first when they need your product or service? You start by picking up this wonderful book and reading it from cover to cover. Then you incorporate the techniques in it and watch as your customers turn into loyal, repeat fans who continue to do business with you. This is a book that every sales rep, manager and business owner must read - and read now. Highly recommended!

Mike Brooks, [...]

5 of 5 people found the following review helpful.

Love Makes the Business World Go Round

By Leanne Hoagland Smith

Jeb Blount has the uncanny knack of writing in a friendly easy to read style. He addresses the simple day to day business challenges without the fancy fanfare or convoluted business models.

Jeb just provides simple down to earth advice based upon observations. This latest book, People Love You, reaffirms that business is all about people interacting with people. Remove those barriers and you will achieve additional business success.

Where other sales and business experts focus on specific technical skills, Jeb writes about people skills. He puts people first and then infuses the necessary technical skills along with technology to keep people first.

In this book, Jeb synthesizes customer experience into seven (7) principles of customer engagement along with the five (5) behavior levers of the customer experience that place the customer first and foremost.

Additionally, there are considerable pages devoted to being emotionally intelligent to customers through active listening and then engaging in proactive behaviors by asking the right questions at the right time. By adopting this approach, you can turn business losses into business wins.

If you are wondering why you are losing customers, your business is experiencing continued customer service complaints or your employees are leaving your business, then in a fairly short and easy read you just may find the answers to those questions leaving you to be The Red Jacket in a sea of gray suits.

See all 19 customer reviews...

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