

Raving Fans A Revolutionary Approach To Customer Service

In the newly updated edition of this classic empowerment business fable—over 400,000 copies sold—Ken Blanchard and John Carlos show you how to shift to an empowered, employee-driven work environment. Empowerment Takes More Than a Minute tells the story of a young manager whose attempts to turn his troubled company around through traditional top-down, command-and-control management are failing. Reluctantly, he contacts an expert in empowerment, even though he feels like he's already tried that approach. Step by step, the expert helps him understand why his past and present efforts have fallen short and figure out what he needs to do to create an empowered workforce. The process as it unfolds is complex, paradoxical, and counterintuitive—but well worth the effort. This new edition dispels the notion that empowerment is a bygone fad. No matter what its name, the essential concept—that organizations can achieve extraordinary results by recognizing and taking advantage of the skills, experience, and knowledge already existing in the organization—will always be relevant. Although sometimes arduous, the journey to empowerment is well worth embarking on. In fact, unleashing the power of people in an organization may be the only way to continue to do business in a competitive, complicated marketplace.

Ken Blanchard's phenomenal bestsellers, such as *The One Minute Manager* and *Raving Fans*, have made him a globally recognized business legend. Millions look to Blanchard for innovative approaches to management, leadership, customer service, and much more. Now, he has joined with noted business author Steve Gottry to explore one of the most common and insidious problems plaguing the workplace—procrastination. *The On-Time, On-Target Manager* is the story of Bob, a typical middle manager who puts things off to the last minute. As a result, he misses deadlines because his lack of focus causes him to accomplish meaningless tasks before getting to the important things. Like many professionals, Bob rationalizes, justifies, and tries to explain. Luckily, Bob is sent to his company's CEO—which stands for "Chief Effectiveness Officer"—who helps him deal with the three negative side effects of procrastination: lateness, poor work quality, and stress to himself and others. Bob learns how to transform himself from a crisis-prone Last-Minute manager into a productive On-Time, On-Target manager. With this engaging parable, Blanchard and Gottry offer practical strategies any professional can put into practice to improve his or her performance.

Mo Bunnell's comprehensive system will help you win more clients, build stronger relationships, and bring in more business. If you're good at doing something, and you need to connect with paying clients in order to keep doing it, this book is for you. There are more of us out there than you might think—from professionals like lawyers and consultants to big company account managers and freelancers of all stripes. And this book will teach you how to sell yourself without selling your soul. In *The Snowball System*, Mo Bunnell offers powerful and proven tools for business development. Whether you are gregarious or introverted, whether you are a part of a small startup or a massive multinational, Bunnell's science-based system is effective and efficient, and easily adapted into your day-to-day work. With *The Snowball System*, you will not only succeed at growing your business, you'll learn to enjoy doing the activities that drive that growth. You'll be happier, and so will your clients.

When a person goes to the boss with a problem and the boss agrees to do something about it, the monkey is off his back and onto the boss's. How can managers avoid these leaping monkeys? Here is priceless advice from three famous experts: how managers can meet their own priorities, give back other people's monkeys, and let them solve their own problems. *High Five!* combines the spellbinding charm of a timeless parable with cutting-edge information about why teams are important and what individuals and organizations can do to build successful ones. Through the story of Alan Foster, a workplace one-man band, *High Five!* identifies the four key ingredients of winning teams. Although Alan is an effective producer, he is unwilling to share the spotlight by partnering on projects and is fired because, as his boss puts it, "Alan, we need good producers who are good team players, too." It is a bitter pill for him to swallow. While mulling over his disappointment, he takes his son to his grade-five hockey practice, where it is clear that his son's team, the Riverbend Warriors, knows nothing about teamwork, either. When the team's two overworked coaches learn of Alan's plight, they persuade him to join their ranks, and he finds himself charged with teaching himself and the players the meaning of teamwork. With the help of a woman friend—a former girls' basketball coach who has "won more high school basketball championships than anyone"—Alan and the Warriors learn the magic of teamwork and that "none of us is as smart as all of us." With its simple style and easy-to-follow techniques, *High Five!* is a must-read for anyone seeking to learn the value and power of teamwork.

This study guide is an individually available part of the authors' "Lead Like Jesus" kit. Only one study guide is included in the initial kit, but churches or organizations can buy as many study guides as needed for their leadership groups. There is plenty of room for writing as the concepts are explored via group and individual activities.

A new edition based on the timeless business classic—updated to help today's readers succeed more quickly in a rapidly changing world. For decades, *The One Minute Manager*® has helped millions achieve more successful professional and personal lives. While the principles it lays out are timeless, our world has changed drastically since the book's publication. The exponential rise of technology, global flattening of markets, instant communication, and pressures on corporate workforces to do more with less—including resources, funding, and staff—have all revolutionized the world in which we live and work. Now, Ken Blanchard and Spencer Johnson have written *The New One Minute Manager* to introduce the book's powerful, important lessons to a new generation. In their concise, easy-to-read story, they teach readers three very practical secrets about leading others—and explain why these techniques continue to work so well. As compelling today as the original was thirty years ago, this classic parable of a young man looking for an effective manager is more relevant and useful than ever.

The go-to guide for small-business owners and entrepreneurs to discover exactly what consumers want to buy and how to get it to them. As a small-business owner, entrepreneur, or marketer, are you absolutely certain that you know what your customer wants? And even if you know what your customer wants, are you sure that you are able to clearly communicate that you offer the exact thing that they are seeking? In this best-selling book, Ryan Levesque lays out his proven, repeatable, yet slightly counterintuitive, methodology for understanding the core wants and motivations of your customer. Levesque's Ask Method provides a way to discover what customers want to buy by guiding them through a series of questions and customizing a solution from them so they are more likely to purchase from you. And all through a completely automated process that does not require one-on-one conversations with every single customer.

The Ask method has generated over \$100 million in online sales across 23 different industries and counting. Now it is your turn to use it to create a funnel, skyrocket your online income, and create a mass of dedicated fans for you and your company in the process.

A compendium of straightforward techniques on how to accentuate the positive and redirect the negative, increasing productivity at work and at home. What do your people at work and your spouse and kids at home have in common with a five-ton killer whale? Probably a whole lot more than you think, according to top business consultant and mega-bestselling author Ken Blanchard and his coauthors from SeaWorld. In this moving and inspirational new book, Blanchard explains that both whales and people perform better when you accentuate the positive. He shows how using the techniques of animal trainers -- specifically those responsible for the killer whales of SeaWorld -- can supercharge your effectiveness at work and at home. When gruff business manager and family man Wes Kingsley visited SeaWorld, he marveled at the ability of the trainers to get these huge killer whales, among the most feared predators in the ocean, to perform amazing acrobatic leaps and dives. Later, talking to the chief trainer, he learned their techniques of building trust, accentuating the positive, and redirecting negative behavior -- all of which make these extraordinary performances possible. Kingsley took a hard look at his own often accusatory management style and recognized how some of his shortcomings as a manager, spouse, and father actually diminish trust and damage relationships. He began to see the difference between "GOTcha" (catching people doing things wrong) and "Whale Done!" (catching people doing things right). In Whale Done!, Ken Blanchard shows how to make accentuating the positive and redirecting the negative the best tools to increase productivity, instead of creating situations that demoralize people. These techniques are remarkably easy to master and can be applied equally well at home, allowing readers to become better parents and more committed spouses in their happier and more successful personal lives.

A guide to providing a successful customer service, written in the style of a parable, including advice on how to define a vision, learn what a customer really wants and institute effective systems to achieve excellent bottom line results.

By its very nature, Unix is a "power tools" environment. Even beginning Unix users quickly grasp that immense power exists in shell programming, aliases and history mechanisms, and various editing tools. Nonetheless, few users ever really master the power available to them with Unix. There is just too much to learn! Unix Power Tools, Third Edition, literally contains thousands of tips, scripts, and techniques that make using Unix easier, more effective, and even more fun. This book is organized into hundreds of short articles with plenty of references to other sections that keep you flipping from new article to new article. You'll find the book hard to put down as you uncover one interesting tip after another. With the growing popularity of Linux and the advent of Mac OS X, Unix has metamorphosed into something new and exciting. With Unix no longer perceived as a difficult operating system, more and more users are discovering its advantages for the first time. The latest edition of this best-selling favorite is loaded with advice about almost every aspect of Unix, covering all the new technologies that users need to know. In addition to vital information on Linux, Mac OS X, and BSD, Unix Power Tools, Third Edition, now offers more coverage of bcash, zsh, and new shells, along with discussions about modern utilities and applications. Several sections focus on security and Internet access, and there is a new chapter on access to Unix from Windows, addressing the heterogeneous nature of systems today. You'll also find expanded coverage of software installation and packaging, as well as basic information on Perl and Python. The book's accompanying web site provides some of the best software available to Unix users, which you can download and add to your own set of power tools. Whether you are a newcomer or a Unix power user, you'll find yourself thumbing through the gold mine of information in this new edition of Unix Power Tools to add to your store of knowledge. Want to try something new? Check this book first, and you're sure to find a tip or trick that will prevent you from learning things the hard way.

Take Care of Your Customers--or Someone Else Will! Legendary Service Great customer service is a concept organizations love to be known for. Yet most people consider the service they receive to be average, at best. Successful companies make the connection between legendary customer service and a thriving business--they recognize that the way employees treat customers is directly related to the way managers treat employees. Kelsey Young is an optimistic but disillusioned sales associate working her way through college. Her world opens up when one of her professors challenges her to create a culture of service at her workplace by putting the five components of Legendary Service into practice. Although Ferguson's, the store where Kelsey works, certainly isn't known for service excellence, Kelsey believes she can make a positive difference. She quickly learns that culture change isn't easy--and that her role as a frontline employee is more significant than she ever could have imagined. In characteristic Blanchard style, *Legendary Service: The Key Is to Care* is a quick and entertaining read for people at all organizational levels in every industry. When applied, its lessons will have a profound impact on the service experience your customers will receive. Whether a CEO or a part-time employee, every person can make a difference--and customer service is everyone's job. PRAISE FOR LEGENDARY SERVICE: "Read this book and establish a service culture in your organization." -- Horst Schulze, Chairman/CEO, Capella Hotel Group "Legendary Service has great learnings for people at all organizational levels: for executives and managers, the value of a service culture; and for frontline staff, the reality that they are the face of the company and can make a difference. Legendary service--it's everyone, always." -- Mark King, CEO and President, TaylorMade Golf "Everything I know about service I learned from my career at Hilton Hotels, Marriott International, The Walt Disney Company, and Ken Blanchard. The One Minute Manager dramatically changed my thinking 32 years ago. *Legendary Service* will teach the next generation how to deliver sensational service. Buy it, study it, implement it." -- Lee Cockerell, Executive Vice President, Walt Disney World (Retired & Inspired), and author of *Creating Magic* and *The Customer Rules* "Kathy Cuff and Vicki Halsey have created a fantastic customer service model called

ICARE. When you add their voices to that of the master storyteller Ken Blanchard, you have a masterpiece entitled *Legendary Service*. It is a must-read for everyone who, like me, has a passion for service." -- Colleen Barrett, President Emeritus, Southwest Airlines, and coauthor of *Lead with LUV* "Ken Blanchard has done it again and delivered the right book at the right time. *Legendary Service* provides the essentials of hospitality and servant leadership in a way that everyone can adopt--right now--today!" -- John Caparella, President and COO, The Venetian, The Palazzo, and Sands Expo "Ken, Kathy, and Vicki show us how to change everyday service events into memorable experiences. Their book is a must-read for anyone unwilling to accept mediocrity." -- Leonardo Inghilleri, coauthor of *Exceptional Service, Exceptional Profit* Through the story of a \$6,000 Egg, Deb and Todd Duncan reveal that even the smallest interactions have the power to create lifelong patrons or alienate once-devoted customers. The 10 Golden Rules of Customer Service represents the costly mistake of removing customer satisfaction from the bottom line. The teachable moments divulged throughout the book transcend industry or career level and encourages everyone to contribute. You must go above and beyond in order to get ahead.

Raving Fans A Revolutionary Approach To Customer Service Harper Collins

Learn to live and lead with enthusiasm and optimism, impact your team, and transform your culture In *Row the Boat*, Minnesota Golden Gophers Head Coach P.J. Fleck and bestselling author Jon Gordon deliver an inspiring message about what you can achieve when you approach life with a never-give-up philosophy. The book shows you how to choose enthusiasm and optimism as your guiding lights instead of being defined by circumstances and events outside of your control. Discover how to put the three key components of row the boat into practice in your life: The Oar: The energy. Only you can dictate whether your oar is in the water or whether you take it out and decide not to use it. The Boat: The sacrifice. The more you give, serve, and make your life about helping others, the better and more fulfilled your life will be, and the bigger your boat gets. The Compass: The direction. The vision you have for your life and the people you surround yourself with help create the dream of where you want to go. Perfect for athletes, coaches, business leaders, and anyone else who hopes to squeeze a little more enjoyment and productivity out of life, *Row the Boat* will propel leaders, teams, and organizations to greater heights than they have ever reached before.

This straight-from-the-hip handbook by bestselling author and self-made millionaire Harvey Mackay spells out the path to success for readers everywhere. They will learn how to: Outsell by getting appointments with people who absolutely, positively do not want to see you, and then making them glad they said "yes!" Outmanage by arming yourself with information on prospects, customers, and competitors that the CIA would envy - using a system called the "Mackay 66." Outmotivate by using his insights to help yourself or your kids join the ranks of America's one million millionaires. Outnegotiate by knowing when to "smile and say no" and when to "send in the clones." This one-of-a-kind book by a businessman who's seen it all and done it all has sold almost 2 million copies, and is the essential roadmap for everyone on the path to success.

Tales of People Who Get It is based on the ideas, actions and beliefs that were uncovered in interviews of 34 highly successful individuals from Canada, the United States, Sweden, Switzerland, Jamaica and South Africa. The responses to the interviews form each individual story. And the effect is startling: when you've finished reading the stories, you get the sense that every thing is connected - that we're all connected. There is also a sense of comfort in knowing that any of the stories could be your story because while these are successful people who "get it" they are also ordinary people with the same challenges and struggles we all face. It's a chance to learn from the way they resolve these struggles and apply the lessons when those same challenges arise in your life.

What if you had a pool of repeat customers and loyal, raving fans waiting to buy EVERY SINGLE ONE of your digital products? What if you never had to chase or wonder where the next sale of your digital product is going to come from? What if you knew exactly how to turn first time visitors into subscribers and then loyal customers who stay and buy again and again and again... Nodding YES? *Your First 100* will allow you to discover how to take the brand and business you have right now and transform it into one that has the potential to build repeat customers and loyal, raving fans. Brand loyalty isn't just for the big brands. *Your First 100* will show you how you can tap into the exact loyalty recipe as an online business and brand selling digital products. Here's what's packed into this how-to guide: How to be TOP OF MIND every single time your ideal customer is ready to buy The 4C formula to writing emails that hook That ONE thing you need to get from your ideal customer (without this, the ASK gets so much harder) A DEAD SIMPLE way to structure your offers so that your customers keep coming back for more How the 5P Touch Framework will help you burn a single brand footprint into all interactions your audience has with your business (and why you need ALL 5!) How you can QUICKLY turn your ideal customer into a buyer and then a loyal, raving fan In *Your First 100*, you will be introduced to a system of ideas and questions to think about, ask yourself, and apply to your digital product-based business in 5 core areas so that you can turn first time visitors into repeat customers and loyal, raving fans. Imagine for a minute how your business would change if you never had to worry about where the next sale of your digital product is going to come from... Your offers (paid and free) become seductive magnets of YES! that your audience can't resist. Your audience is sold on whatever you put on sale because it's from YOU and they want it. Every core area in your business is intentional and works toward creating a brand experience that attracts your tribe- your repeat customers and loyal, raving fans. That's the power of the process and promise behind *Your First 100*. Intrigued yet? Then scroll to the top and click or tap "Buy Now."

Uses the success of the world's largest restaurant chain to explain how a company of any size can develop a unified, people first, customer-oriented approach to doing business.

Selling the Wheel is a fascinating story about sales and marketing written in the form of an ancient parable: Once upon a time, long ago, a resourceful fellow named Max came up with a brilliant idea and invented the Wheel. But human beings, who had been getting along without the Wheel for thousands of years, did not instantly appreciate their need for this clever invention.... This is the challenge facing Max, as dramatized by Jeff Cox, coauthor of the bestselling business novels *Zapp!* and *The Goal*, *Selling the Wheel* is based on the pioneering research of Howard Stevens's employment-testing and customer-research firm, the H. R. Chally Group. In the story, Max and his wife, Minnie, learn what it takes to market the Wheel. With the

help of Ozzie the Oracle, they discover four essential selling styles -- Closer, Wizard, Relationship Builder, and Captain & Crew -- and come to understand how each style is suited to a different type of salesperson. They learn that as markets evolve, selling styles and strategies must change. There is no single right way -- and no company can be all things to all people. This critical lesson is as valuable to salespeople as it is to sales managers. Writer Jeff Cox has the amazing gift for translating technical ideas into creative, engaging stories, and his collaboration with sales and marketing expert Howard Stevens is based on empirical research collected from 250,000 salespeople, more than 1,500 people in corporate sales, and interviews with more than 100,000 actual customers who rated the strengths and weaknesses of the salespeople serving them. Packed with practical tips for salespeople, entrepreneurs, marketing managers, and business students, *Selling the Wheel* is an irresistible guide to sales styles, strategies, and markets.

This updated edition of management guru Ken Blanchard's classic work *Leadership and the One Minute Manager®* teaches leaders the world renowned method of developing self-reliance in those they manage: *Situational Leadership® II*. From *Leadership and the One Minute Manager®* you'll learn why tailoring management styles to individual employees is so important; why knowing when to delegate, support, or direct is critical; and how to identify the leadership style suited to a particular person. By consistently using *Situational Leadership® II*'s proven model and powerful techniques, leaders can develop and retain competent, committed employees. This remarkable, easy-to-follow book is a priceless guide to personalized leadership that elicits the best performance from your staff—and the best bottom line for any business.

Who Says Elephants Can't Dance? sums up Lou Gerstner's historic business achievement, bringing IBM back from the brink of insolvency to lead the computer business once again. Offering a unique case study drawn from decades of experience at some of America's top companies -- McKinsey, American Express, RJR Nabisco -- Gerstner's insights into management and leadership are applicable to any business, at any level. Ranging from strategy to public relations, from finance to organization, Gerstner reveals the lessons of a lifetime running highly successful companies.

With *Big Bucks!* bestselling authors Ken Blanchard and Sheldon Bowles unlock the secrets of making serious money for both you and your company. Through a series of easy-to-follow steps and powerful strategies, Blanchard and Bowles show how anyone can create lasting wealth. By focusing on concepts like commitment, intensity, purpose, and even fun, the authors have crafted a totally new--and irresistible--paradigm for unlimited success. Written in the parable style of their previous books, *Raving Fans* and *Gung Ho!*, which were *Business Week*, *New York Times*, and *Wall Street Journal* business bestsellers, *Big Bucks!* introduces Len, who doesn't just want more money--he wants to be a millionaire. Under the direction and guidance of a group of mentors, Len must overcome three challenges on his way to attaining more wealth than he ever dreamed possible. Len learns that these three tests can be undertaken by any individual or organization in the pursuit of big bucks. And he also sees that while making big money, he can accomplish even more valuable achievements by being generous with his time, talents, and prosperity. Packed with practical advice, *Big Bucks!* is a must-read for any individual or business professional seeking wealth. It's destined to become one of the major money books in the twenty-first century.

Offers step-by-step guidelines and tips for providing superior customer service, discussing customer satisfaction, how to identify customer needs, problem solving, and other topics
New York Times bestselling author and leadership expert Ken Blanchard's popular *TrustWorks!* training program is now available in book form! *Trust Works!: Four Keys to Building Lasting Relationships* is an insightful guide designed to help people navigate one of the most complex issues that affects all areas of our lives: trust. In *Trust Works!*, Ken Blanchard, Cynthia Olmstead, and Martha Lawrence demonstrate how to get along better with those around us. In today's polarized society, building trust—and sustaining it—has never been more important or seemingly elusive. *Trust Works!* provides a common language and essential skills that can replace dissension with peace and cooperation and help us all work together productively and in harmony. Learn how to apply the “ABCD trust” model to address the factors that lead to discord, including low morale, miscommunication, poor response to problems and issues, and dysfunctional leadership.

Exploring the ambiguous relationship between fandom and consumer culture, this book provides a critical overview of fans, fan cultures and fan experiences in relation to the broader experience and transformation economy. *Fans and Fan Cultures* discusses key theoretical concepts concerning celebrity, fandoms, subculture, consumerism and marketing through a range of examples in film, travel and tourism, football and music. With an emphasis on social media, and how various online platforms are utilised by brands, artists and fans, the authors explore how this type of communication often contributes to trivialising authentic expressions of cultural and social values and identities.

Told in the parable format of *The One Minute Manager*, this work draws on the model and messages of Jesus as a source of practical lessons in effective leadership. Recounting the story of a teacher, a minister and a marketplace leader who support one another in their leadership challenges, this book offers unexpected and exceptional answers to tough leadership issues. The authors offer simple strategies for bringing vision - and values - to the workplace by examining messages and examples from the Bible.

Applauded as one of the world's most popular leadership experts, John C. Maxwell distills many of his winning concepts and scriptural meditations into a daily devotional, following the phenomenally popular format of *Grace for the Moment* and *Hope for Each Day*. Delivered with his trademark style of confidence and clarity, Maxwell addresses a host of relevant topics including success, stewardship, teamwork, and mentoring.

In this completely revised and updated edition of the customer service classic, Carl Sewell enhances his time-tested advice with fresh ideas and new examples and explains how the groundbreaking “Ten Commandments of Customer Service” apply to today's world. Drawing on his incredible success in transforming his Dallas Cadillac dealership into the second largest in America, Carl Sewell revealed the secret of getting customers to return again and again in the original *Customers for Life*. A lively, down-to-earth narrative, it set the standard for customer service excellence and became a perennial bestseller. Building on that solid foundation, this expanded edition features five completely new chapters,

as well as significant additions to the original material, based on the lessons Sewell has learned over the last ten years. Sewell focuses on the expectations and demands of contemporary consumers and employees, showing that businesses can remain committed to quality service in the fast-paced new millennium by sticking to his time-proven approach: Figure out what customers want and make sure they get it. His "Ten Commandants" provide the essential guidelines, including: • Underpromise, overdeliver: Never disappoint your customers by charging them more than they planned. Always beat your estimate or throw in an extra service free of charge. • No complaints? Something's wrong: If you never ask your customers what else they want, how are you going to give it to them? • Measure everything: Telling your employees to do their best won't work if you don't know how they can improve.

'By nature, by instinct, by personality, people react differently and use different techniques and ways of dealing with a situation. Success in the future will come to those who see people as unique individuals, with unique talents. Rather than just selecting people with the right skills, winning organizations will be those that also focus on selecting people with the skills who are also suited by temperament to complete the task successfully. How do you discover who you really are? Who your team members really are? What role you're best adapted to play? Many systems have been devised based on the great psychologist, Carl Jung's teachings. But the best may well be a system called Kingdomality, created by Richard and Susan Silvano of Career Management International. Kingdomality links an understanding of personality - the natural/instinctive way we act and react - with role models that clearly define the whole sweep of personality types. By matching personality types to roles played by citizens in a medieval kingdom and developing a simple test - blind to issues such as gender, race, education, economic circumstance - the Silvanos have created a way of discovering who you are. By knowing your own role, and the essence of the roles of others around you, you'll understand why certain people see problems and opportunities differently. To know who you really are brings power and mastery to your life.' From the foreword by Ken Blanchard, bestselling co-author of The One Minute Manager

A Wall Street Journal bestseller From the author of New Rules of Marketing & PR, a bold guide to converting customer passion into marketing power. How do some brands attract word-of-mouth buzz and radical devotion around products as everyday as car insurance, b2b software, and underwear? They embody the most powerful marketing force in the world: die-hard fans. In this essential book, leading business growth strategist David Meerman Scott and fandom expert Reiko Scott explore the neuroscience of fandom and interview young entrepreneurs, veteran business owners, startup founders, nonprofits, and companies big and small to pinpoint which practices separate organizations that flourish from those stuck in stagnation. They lay out a road map for converting customers' ardor into buying power, pulling one-of-a-kind examples from a wide range of organizations, including: • MeUndies, the subscription company that's revolutionizing underwear • HeadCount, the nonprofit that registers voters at music concerts • Grain Surfboards, the board-building studio that willingly reveals its trade secrets with customers • Hagerty, the classic-car insurance provider with over 600,000 premier club members • HubSpot, the software company that draws 25,000 attendees to its annual conference For anyone who seeks to harness the force of fandom to revolutionize his or her business, Fanocracy shows the way.

Over 5 Million Copies Sold! Imagine a workplace where everyone chooses to bring energy, passion, and a positive attitude to the job every day. A powerful parable that will help you see your life and work in a new way. It's a rainy day in Seattle, and on the third floor of First Guarantee Financial, people have stopped believing they can make a difference. To new manager Mary Jane Ramirez, the challenge of bringing life back to her unenthusiastic and unmotivated team seems impossible, until she discovers an incredibly successful workplace down the street where the employees are so alive and passionate that people stop just to watch them work! FISH! is the remarkable story of what happens when Mary Jane seeks the help of these unlikely business "experts" and learns their secret: four simple practices that, when applied daily, help anyone to be more energized, effective, and fulfilled. Filled with inspiration and timeless wisdom that will resonate with anyone in any field or career level, it's easy to see why FISH! is one of the most popular business parables of all time. People in organizations around the world use its practical lessons to improve customer service, build trust and teamwork, bolster leadership, and increase employee satisfaction. They also use the lessons to strengthen personal relationships, fulfill lifelong dreams, and realize their ambitions. FISH! will help you discover the amazing power that is already inside you to make a positive difference-wherever you are in life. Based on a bestselling ChartHouse training video which has been adopted by corporations including Southwest Airlines, Sprint, and Nordstrom.

Ken Blanchard and Sheldon Bowles, co-authors of the New York Times business bestseller Raving Fans, are back with Gung Ho! Here is an invaluable management tool that outlines foolproof ways to increase productivity by fostering excellent morale in the workplace. It is a must-read for everyone who wants to stay on top in today's ultra-competitive business world. Raving Fans taught managers how to turn customers into full-fledged fans. Now, Gung Ho! brings the same magic to employees. Through the inspirational story of business leaders Peggy Sinclair and Andy Longclaw, Blanchard and Bowles reveal the secret of Gung Ho--a revolutionary technique to boost enthusiasm and performance and usher in astonishing results for any organization. The three principles of Gung Ho are: The Spirit of the Squirrel The Way of the Beaver The Gift of the Goose These three cornerstones of Gung Ho are surprisingly simple and yet amazingly powerful. Whether your organization consists of one or is listed in the Fortune 500, this book ensures Gung Ho employees committed to success. Gung Ho! also includes a clear game plan with a step-by-step outline for instituting these groundbreaking ideas. Destined to become a classic, Gung Ho! is a rare and wonderful business book that is packed with invaluable information as well as a compelling, page-turning story. Management legend Ken Blanchard and master entrepreneur Sheldon Bowles are back with Gung Ho!, revealing a surefire way to boost employee enthusiasm, productivity, and performance and usher in astonishing results for any organization. Raving Fans brilliantly schooled managers on how to turn customers into

raving fans. Gung Ho! now brings the same magic to employees. Here is the story of how two managers saved a failing company and turned in record profits with record productivity. The three core ideas of Gung Ho! are surprisingly simple: worthwhile work guided by goals and values; putting workers in control of their production; and cheering one another on. Their principles are so powerful that business leaders, reviewing the manuscript for Ken and Sheldon, have written to say, "Sorry. Ignored instructions. Have photocopied for everyone. I promise to buy books, but can't wait. We need now!" Like Raving Fans, Gung Ho! delivers.

180 Ways To Walk The Customer Service Talk is the resource you'll want to read and distribute to every person in your organization. Packed with powerful strategies and tips to cultivate world-class customer service, this handbook promises to be the answer to getting everyone "Walking The Customer Service Talk" and building a reputation of service integrity. At its low price, if everyone adopts just a few ideas to help ensure customers come back again, this book will pay for itself. All employees at every level of the organization need this powerful guide ... from front line employees, to call center representatives, sales people, telemarketers, managers, client services and marketing teams.

The Undiscovered Consumer . . .and the Mistake of Universal Excellence What do customers really want? And how can companies best serve them? Fred Crawford and Ryan Mathews set off on what they describe as an "expedition into the commercial wilderness" to find the answers. What they discovered was a new consumer -- one whom very few companies understand, much less manufacture products for or sell products or services to. These consumers are desperately searching for values, a scarce resource in our rapidly changing and challenging world. And increasingly they are turning to business to reaffirm these values. As one consumer put it: "I can find value everywhere but can't find values anywhere." Crawford and Mathews's initial inquiries eventually grew into a major research study involving more than 10,000 consumers, interviews with executives from scores of leading companies around the world, and dozens of international client engagements. Their conclusion: Most companies priding themselves on how well they "know" their customers aren't really listening to them at all. Consumers are fed up with all the fuss about "world-class performance" and "excellence." What they are aggressively demanding is recognition, respect, trust, fairness, and honesty. Believing that they are still in a position to dictate the terms of commercial engagement, businesses have bought into the myth of excellence -- the clearly false and destructive theory that a company ought to be great at everything it does, that is, all the components of every commercial transaction: price, product, access, experience, and service. This is always a mistake because "the predictable outcome [is] that the company ends up world-class at nothing; not well-differentiated and therefore not thought of by consumers at the moment of need." Instead, Crawford and Mathews suggest that companies engage in Consumer Relevancy, a strategy of dominating in one element of a transaction, differentiating on a second, and being at industry par (i.e., average) on the remaining three. It's not necessary for businesses to equally invest time and money on all five attributes, and their customers don't want them to. Imagine the confusion if Tiffany & Co. started offering deep discounts on diamonds and McDonald's began selling free-range chicken and tofu. The Myth of Excellence provides a blueprint for companies seeking to offer values-based products and services and shows how to realize the commercial opportunities that exist just beyond their current grasp -- opportunities to reduce operating costs, boost bottom-line profitability, and, most important, begin to engage in a meaningful dialogue with customers.

"Your customers are only satisfied because their expectations are so low and because no one else is doing better. Just having satisfied customers isn't good enough anymore. If you really want a booming business, you have to create Raving Fans." This, in a nutshell, is the advice given to a new Area Manager on his first day--in an extraordinary business book that will help everyone, in every kind of organization or business, deliver stunning customer service and achieve miraculous bottom-line results. Written in the parable style of The One Minute Manager, Raving Fans uses a brilliantly simple and charming story to teach how to define a vision, learn what a customer really wants, institute effective systems, and make Raving Fan Service a constant feature--not just another program of the month. America is in the midst of a service crisis that has left a wake of disillusioned customers from coast to coast. Raving Fans includes startling new tips and innovative techniques that can help anyone create a revolution in any workplace--and turn their customers into raving, spending fans.

Reorient your selling approach Mr. Shmooze is the parable of a man who reveals the secret shared by all superstar salespeople. Selling, in its most exquisite form, is not about "taking," nor is it about "persuading." Selling, believe it or not, is about "giving." Mr. Shmooze gives for a living. He starts by listening and he quickly comes to understand what people really need. His customers love him because he gives more than he takes. They trust him because he is passionate about their interests. And, at the end of the day, they reward him handsomely for bringing joy, humor and wisdom into their lives. Woven into the story are several powerful lessons for salespeople in all industries who attempt to build relationships as the emotional bridge to their clients. • Bring extraordinary passion and energy to personal communications • Generate contagious, positive feelings, lifting spirits because people buy with their emotions • Make the small, positive gestures that can lead to huge, long-term results • Abraham has had a diverse business career that has established him as a well-known expert on what makes high-performing salespeople Mr. Shmooze gives you the new approach you need to sell like you've never sold before!

A fascinating look at fans of a variety of popular culture phenomena in Japan.

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