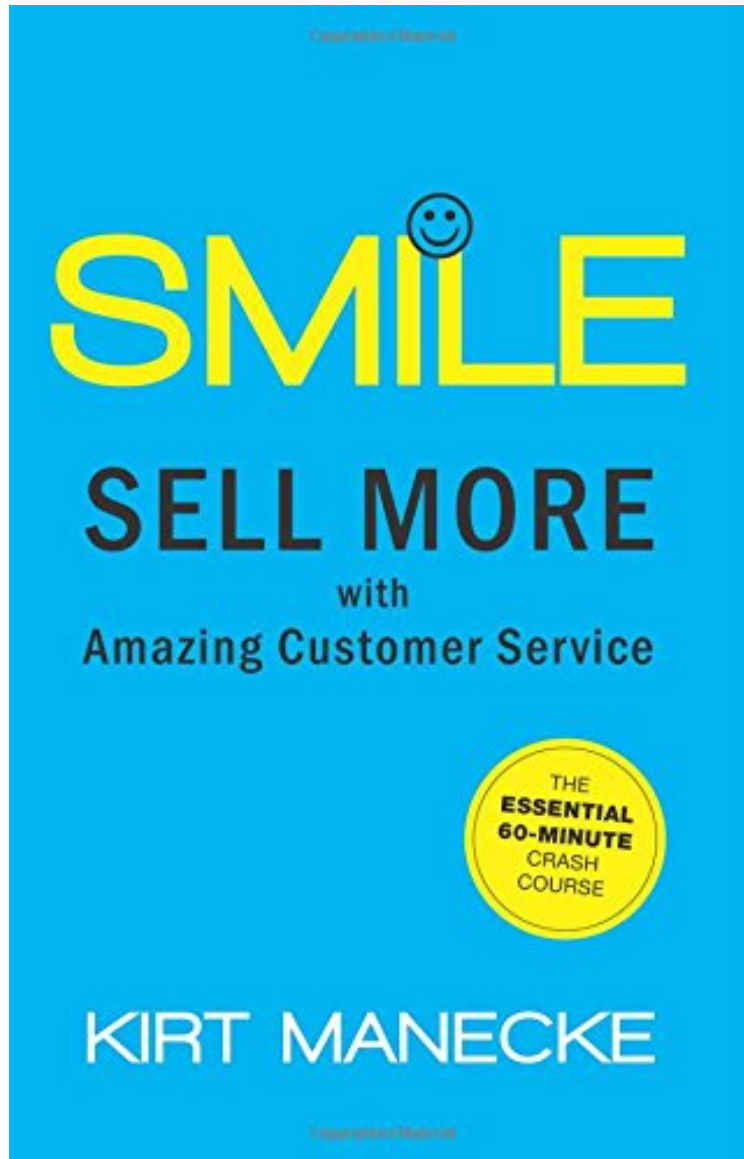


[Download] Smile: Sell More with Amazing Customer Service. The Essential 60-Minute Crash Course

## Smile: Sell More with Amazing Customer Service. The Essential 60-Minute Crash Course

*Kirt Manecke*

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**Kirt Manecke : Smile: Sell More with Amazing Customer Service. The Essential 60-Minute Crash Course** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Smile: Sell More with Amazing Customer Service. The Essential 60-Minute Crash Course:

0 of 0 people found the following review helpful. Quick, Engaging Customer Service training! By RLLCTI am a multi-

unit retail manager and have been in customer service management for over 25 years. I'm impressed with how deftly "Smile" teaches everything that is missing from most customer service experiences these days. Manecke returns to the good old days of making a profit by treating customers with respect and friendliness. I want to buy copies of this book to carry around and hand out to all the rude and dispassionate sales people I run into every day! And then I'd like to give it to the small business owners that haven't trained their staff to represent them well. If you want to help your staff help customers want to spend money in your store, BUY THIS BOOK! 3 of 3 people found the following review helpful. Great, foundational read By Ray B. Covers a lot in a few pages. Over the top customer service isn't complicated - it just takes commitment - and this book does a great job of putting the concepts in words everyone can grasp. 0 of 0 people found the following review helpful. Overcome your fear of selling or re-ignite your passion for selling with this book By Elaine J. Sterling I really like how Kirt breaks it all down into simple language. If you are a sales person or own your own business then this book is a must. After each chapter you can utilize the key points right away. The customer is king may still be true but today people want an experience, a reason to buy. You can use the phrases like a script especially when engaging your customer or if selling is not ingrained in your DNA. This book is a working tool for any sales person or business owner. What a GEM.

Poor Customer Service Costs U.S. Businesses an Estimated \$83 billion a year - WHAT IS IT COSTING YOU? Give each of your staff a copy of Smile and they will pay it forward to your customers TODAY. With this essential 60-minute crash course you can train your staff quickly and easily in friendly customer service and sales to generate immediate results. Immediately increase your sales or donations, repeat business and positive buzz. Winner 8 Awards! Book of the Year Award Winner - Foreword Reviews Featured in STORES magazine by the National Retail Federation Create Profitable, Lifelong Customers in 60 Minutes or Less! Does your customer service team hurt your business? Don't have time to train your staff? Are you losing money as a result? It's time to get that money back with excellent training anyone on your staff can learn in just 60 minutes. Why this Book? While there are many customer service and sales training books on the market, Smile has a unique advantage. It's a quick and easy read - a crash course. You can read it in 60 minutes or less. This means: 1) you and your staff will actually read it, and 2) you can start today. "Perfect customer service training book - perfect!!! I read a LOT of business books - 100+ a year since 1989. Out of all of the customer service books I have ever read this is absolutely the BEST to give to ALL of your employees as a good, solid, fundamental book "handbook" on why customer service is so incredibly critical - and how to deliver it well. - John Spence, Top 100 Business Thought Leader in America Simple, Quick, No Wasted Words Some people hate to read, but they will love reading Smile! In the spirit of The One Minute Manager, Smile is full of valuable, easily digestible, bite-sized content you can put to use at once. Smile gives you and your staff the techniques and words to sell more. The Perfect Employee Training Handbook Smile: Sell More with Amazing Customer Service is a unique, super fast, simple and powerful training program packed with actionable tips, systems, and strategies. Bestselling author Kirt Manecke's award-winning training handbook can transform your staff into superior customer service and sales professionals no matter what their skill level or experience. And here's the best part: Smile is so easy to implement, you can get started on the training right away! Discover How To: - Train your staff quickly and easily - Improve customer interactions for an immediate boost in sales - Build relationships and win repeat business for the long term - Convert dissatisfied customers into business evangelists - Ask for the sale or donation and actually get it - Boost sales and service confidence, and much, much more! Let Smile Be Your Trainer! Can't afford expensive training or seminars? Smile is being used by businesses like Neiman Marcus, BancorpSouth, and many others. Join the business revolution that's improving both companies and lives. It's quick, affordable and instantly effective. If you want sales and customer service training that's fast and easy to understand and won't take months to pay off, then you'll love Manecke's essential training method. Buy the book to start smiling your way to business success today!

WINNER FOREWORD REVIEWS BOOK OF THE YEAR AWARD WINNER TEACHERS' CHOICE AWARD WINNER MOM'S CHOICE GOLD AWARD WINNER INDIE EXCELLENCE BOOK AWARD WINNER INDIE READER DISCOVERY AWARD INTERNATIONAL BOOK AWARDS FINALIST INDIE BOOK AWARDS FINALIST "HIGHLY RECOMMENDED." - Midwest Book "Very nicely done. Lots of very practical advice and short enough that it is not intimidating to front line staff and supervision." - John Goodman, Author, Strategic Customer Service "How many times have shoppers been turned off, because they weren't turned on by the sales help? His small soft bound book is a quick read, outlining the basic principles of customer service and sales." - The Oakland Press "Move over Peter Glenn as you sit in Customer Service heaven, someone is channeling you." - Paco Underhill, Author, What Women Want: The Science of Female Shopping "A great book that you can take action with!" - Will Roche, Former Senior Vice President Raymark "Customer service is the heart of all business - get it right and experience success or settle on being mediocre. This book helps you get it right!" - Robert Lameier, President and CEO, Miami Savings Bank "An excellent crash course in customer service - read it to become a quick study at delighting those you serve." - Katya Andresen, Author, Robin Hood Marketing "We have started an "evidence" book full of positive customer feedback. Since we read Smile as a team, our evidence book has exploded." - Thad Szott, Thad

Szott Auto Group "Smile is very simple, very effective. Everyone who works in the store, including myself, is responsible for reading Smile. We want everyone to understand how important it is to do as the book recommends." - Ken Snook, Owner, Colasanti's Market (100 employees) "Though touted as a customer service tool, much of Manecke's advice is based on common sense...that makes SMILE appealing and relevant to a vast audience ranging from employees and employers, high school students to high level business people, from sales staff to teachers to anybody that has a job requiring human interaction." - IndieReader, 5 star review "Out of all of the customer service books I have ever read this is absolutely the BEST to give to ALL of your employees." - John Spence, Top 100 Business Thought Leader in America "Manecke's award-winning book delivers just the right dose of customer-friendly medicine to help your store get back into stellar service shape...Make your whole team of store support read it!" - Retail Minded magazine "If you deal with people, regardless of industry or setting, for profit or nonprofit, you need the skills in this book." - Marilyn Suttle, Lori Jo Vest, Authors, Who's Your Gladys? "Thanks for your great book! It has all the great secrets that shouldn't be secret at all." - Steve Qua, Qua Buick Pontiac Inc., former chair Headwaters Land Conservancy "I've read Dale Carnegie, Zig Ziglar and others. You're right on target with your nice little book called Smile. It's loaded with good, good stuff. Just dynamite." - Dr. Joseph Mastromatteo, DDS "5 Stars" - San Francisco Book From the Author I wrote Smile: Sell More with Amazing Customer Service because I saw a critical need for a quick, easy customer service and sales training program. Poor customer service costs U.S. businesses an estimated \$83 billion a year, according to Genesys. It's time to give employers an easy, fun, affordable and effective way to train staff that does not require a lot of time. Smile is the essential 60-minute crash course in customer service and sales that is the perfect employee training handbook. It's essential for entrepreneurs and anyone who works with the public too. It really works! Success Story: Just One of Many A woman purchased Smile: Sell More with Amazing Customer Service for her husband who owns a restaurant in Greektown in downtown Detroit. She said her husband was planning on firing three of his waitresses because they were so awful at customer service and he was losing customers because of them. She and her husband read Smile and a couple of weeks later purchased three more copies. They gave Smile to each of the three waitresses. A few weeks later they told me that Smile: Sell More with Amazing Customer Service totally changed the waitresses' attitude and that now they did not have to fire any of them. They said one of the waitresses, after reading Smile, got a hug from a customer and the largest tip she had ever gotten at breakfast, \$20.00! The book really works. Quick, Easy, Affordable Training Clearly, many businesses and their staffs can benefit from customer service skills training and sales training without the hype or fluff. But many do not have the time or cannot afford expensive programs. Smile is an affordable solution to a big problem. In the spirit of books like The One Minute Manager my customer service book can be read in 60 minutes or less. Smile is a crash course in customer service and sales. It's perfect for nonprofits too! Smile Works! Where did the idea for Smile come from? Early in my career, I opened an award-winning specialty business in Michigan. Critical to the store's success was a six-week training program I created. Employees gained confidence, shoppers became buyers and ambassadors, and the store saw record sales. This program eventually became Smile. I wrote Smile to help businesses quickly and easily train staff to improve customer service and increase sales. I used these techniques myself when I owned a specialty business, so I know they work. Let Smile be your trainer! If you are looking for a quick and easy customer service training and sales training book, you've found it. Smile is the essential 60-minute crash course in customer service and sales that will dramatically increase your sales and delight your customers, starting today! From the Back Cover YOUR CUSTOMERS: ARE YOU DAZZLING THEM, OR FRAZZLING THEM? WITH SMILE YOU HAVE WHAT IT TAKES TO ... Put more money into your wallet, starting today, with excellent customer service Train your staff quickly and easily in friendly customer and sales Transform your sales or donations from just so-so - to sizzling! It's all within your reach. And it's a quick, 60-minute (or less) read away. Packed with indispensable tips, proven techniques, and "must-do-now" strategies, Smile will help you generate immediate results. DISCOVER HOW TO: Increase sales, repeat business and positive buzz about YOU, starting TODAY ASK for the sale or donation - and get it! Boost your sales and service confidence Don't frazzle them, DAZZLE them. Kirt Manecke is a sales, marketing, fundraising, and business development specialist with over 30 years of experience surprising and delighting customers. A salesman and publicist for a New York Times bestselling author and former owner of an award-winning specialty store, he lives in Milford, Michigan. CREATE PROFITABLE, LIFELONG CUSTOMERS IN 60 MINUTES OR LESS!