



How to Say It: Creating Complete Customer Satisfaction: Winning Words, Phrases, and Strategies to Build Lasting Relationships in Sales and Service (Hardback)

By Jack Griffin

Prentice Hall Press, United States, 2013. Hardback. Book Condition: New. New.. 234 x 154 mm. Language: English . Brand New Book. A guide to effectively communicating with customers to create lasting--and repeat--business relationships. This book provides practical, results-oriented guidance for effective communication with customers through sample words, phrases, scripts, and strategies applied to real-world examples. Unlike the vast majority of books that deal with customer communication, How to Say It(R) Creating Complete Customer Satisfaction does not separate sales from customer service communications, but instead integrates them into a single book. Readers will learn how to: Speak the language of Yes by asking the right questionsGet referrals through established customersOffer value through solutions, satisfaction, and trustAnticipate and preempt objectionsOwn a problem by owning the solution.



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