



How to Win Customers and Keep Them for Life

By Michael LeBoeuf

Penguin Putnam. Paperback. Condition: New. 256 pages. Dimensions: 8.1in. x 5.2in. x 0.8in. A powerhouse, a classic. --James B. Patterson, bestselling novelist and former Chairman and Creative Director of J. Walter Thompson, U. S. A. , Inc. An invaluable, easy-to-follow blueprint for winning, serving and keeping customers. . . This book is a must for any business. --Jere W. Thompson, President and CEO, The Southland Corporation Michael LeBoeuf, one of the nations foremost business consultants, presents a hard-hitting, action-ready rewards-and-incentives program for creating a winning sales team. This classic no-nonsense guide is completely revised and updated for todays computer-driven world. It contains everything you need to know about successful selling and--most important of all--how to win customers for life. Ive always believed that its a mistake to separate selling, managing and service from each other. How to Win Customers and Keep Them for Life is an easy-to-follow guide for putting them together with great results. --Ed Flanagan, President, Sales Marketing Executives--Greater New York This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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