

## Customer Satisfaction Is Worthless Customer Loyalty Is Priceless

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### Customer Satisfaction Is Worthless Customer

Sales guru Jeffrey Gitomer's book, CUSTOMER SATISFACTION IS WORTHLESS: CUSTOMER LOYALTY IS PRICELESS, details these and many other differences that are critical to your business. The beautiful thing about it is, mediocre, or even less than mediocre has become the norm, so when you make just minimal effort at building customer loyalty, your business will literally stick out like a sore thumb.

### Customer Satisfaction Is Worthless, Customer Loyalty Is ...

Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know / Edition 1 by Jeffery Gitomer | 9781885167309 | Hardcover | Barnes & Noble®. x. Uh-oh, it looks like your Internet Explorer is out of date. For a better shopping experience, please upgrade now.

### Customer Satisfaction Is Worthless, Customer Loyalty Is ...

Customer Satisfaction Is Worthless is a book I look at often and reference in conversations with business owners, marketing professionals, and those involved in strategic planning for organizations. I wouldn't go so far as to call this the 'bible', but it's a book you must read if you're looking to grow a customer service based business.

### Customer Satisfaction Is Worthless Customer Loyalty Is ...

Customer Satisfaction is Worthless, Customer Loyalty is Priceless. : To longtime sales and customer-service pro Jeffrey Gitomer, boasting about a near-perfect customer-satisfaction rating of 97.5...

### Customer Satisfaction is Worthless, Customer Loyalty is ...

Sales guru Jeffrey Gitomer's book, CUSTOMER SATISFACTION IS WORTHLESS: CUSTOMER LOYALTY IS PRICELESS, details these and many other differences that are critical to your business. The beautiful thing about it is, mediocre, or even less than mediocre has become the norm, so when you make just minimal effort at building customer loyalty, your business will literally stick out like a sore thumb.

### Amazon.com: Customer Satisfaction is Worthless Customer ...

Customer Satisfaction is Worthless, Customer Loyalty is Priceless. Expertly curated help for. Customer Satisfaction is Worthless, Customer Loyalty is Priceless. Plus easy-to-understand solutions written by experts for thousands of other textbooks.

### Customer Satisfaction is Worthless, Customer Loyalty is ...

Access a free summary of Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless, by Jeffrey Gitomer and 20,000 other business, leadership and nonfiction books on getAbstract.

### Customer Satisfaction Is Worthless, Customer Loyalty Is ...

Customer Satisfaction is Worthless, Customer Loyalty is Priceless - AUTOGRAPHED. \$ 30.00. Quantity. A timeless classic about the value of a loyal customer.

### Customer Satisfaction is Worthless, Customer Loyalty is ...

Satisfaction is worthless, loyalty is priceless: 5 keys for loyal customers. By. Donna Peeples. -. April 15, 2016. 1. 7,023 views. Tweet. Customer loyalty is built upon consistently positive, high-value experiences with a brand, often exceeding customer expectations.

### Satisfaction is worthless, loyalty is priceless: 5 keys ...

Build customer loyalty to increase customer satisfaction: According to Jeffrey Gitomer, the eminent American author and business trainer, "Customer satisfaction is worthless whereas Customer ...

### (PDF) Customer Needs and Customer Satisfaction

Customer Satisfaction is Worthless isn't your ordinary customer service book and that is why I recommend it as keeper. For example, it would be good to pick up the book and flip to the page that reminds us to address every customer, in your mind, as Grandma at the end of your sentence with every customer interaction.

### Customer Satisfaction is Worthless - Cyrious

Customer Satisfaction Is Worthless Customer Loyalty Is Priceless Quotes Showing 1-1 of 1 "If all it takes is an angry stranger to ruin your day, what are you going to do if something really serious happens? Why give someone else control of your life like that?"

### Customer Satisfaction Is Worthless Customer Loyalty Is ...

A TCI Book Review. Customer Satisfaction is WORTHLESS: Customer Loyalty is Priceless. Jeffrey Gitomer. Bard Press, Austin, Texas, 1998, ISBN 1-885167-30-X. Subtitled "How to make customers love you, keep them coming back, and tell everyone they know", Gitomer's book holds that traditional customer satisfaction measures are essentially meaningless.

### Customer Satisfaction is WORTHLESS, Customer Loyalty is ...

Customer Satisfaction is Worthless November 23, 2011 - By Flavio Martins. Customer Satisfaction and anything related to "satisfaction" is terrible. It drives me nuts! How about you post a sign saying: "Ok folks! Let's go for mediocre today."

### Customer Satisfaction is Worthless

Customer Satisfaction is Worthless has multiple self-tests and checklists where you can measure your current level of customer service. These offer great opportunities to identify areas of improvement. Most of the author's suggestions are things you, as an individual, can do and they don't require a big bureaucratic change to implement.

### Book Review: Customer Satisfaction is Worthless, Customer ...

Written by Sean McPheat | I've just finished reading Jeff Gitomer's book "Customer Satisfaction is Worthless, Customer Loyalty is Priceless" and I'd really recommend you get a copy if you're in customer service. It offers some interesting insights into service and some great stories that resonate in many areas.

### Here's Why Customer Satisfaction Is WORTHLESS - MTD Sales ...

Recently, they read a Jeffrey Gitomer book entitled Customer Satisfaction is Worthless, Customer Loyalty is Priceless: How to Make Them Love You, Keep You Coming Back, and Tell Everyone They Know. (It puts me in mind of the commercials for BloomingtonHelpWanted.com — "long name... amazing results.")

### Customer Satisfaction is Worthless - Mavidea Blog

Items related to Customer Satisfaction Is Worthless, Customer Loyalty... Gitomer, Jeffery Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know.

### 9781885167309: Customer Satisfaction Is Worthless ...

There's a riff that goes like this: "Customer satisfaction is useless. Only customer delight matters." This may sound fishy to you—and unworkable in the real world—yet in the world of customer...

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