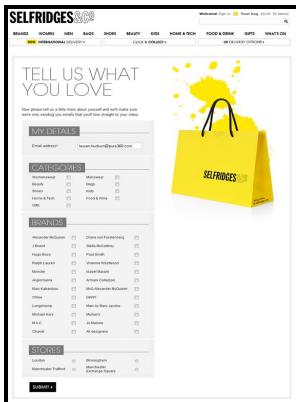


Upside-down marketing - turning your ex-customers into your best customers

McGraw-Hill - Upside Down Marketing: Turning Your Ex



Description: -

- Customer services -- Management.

Sales management.

Marketing -- Management.Upside-down marketing - turning your ex-customers into your best customers

-Upside-down marketing - turning your ex-customers into your best customers

Notes: Includes index.

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Most customers who are unhappy will just go do business with someone else and you'll never see them again. According to George Walther, this approach is upside-down.

Upside Down Marketing: Turning Your Ex

Fewer than 100 other speakers worldwide have been so honored.

Upside

It's much less expensive and much more productive to initially focus on your former customers and existing customers to build your business.

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Complainers can give you valuable research information that would otherwise cost thousands. Since this information is so valuable, you should appreciate, cater to and possibly reward customers who complain.

Upside

Walther holds both the highest award for platform excellence CPAE and the Certified Speaking Professional CSP designation from the National Speakers Association. The reasons customers leave is another side to this equation.

Upside

Walther, sheds a river of light on this untapped resource and goldmine. Every effort should be made to re-assume this customer for a win-win

situation. A bestselling author unlocks an often overlooked sales and profit opportunity--winning back ex-customers.

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In order to accomplish this, the company has to empower its employees to take the actions necessary to respond to customers' complaints. Two thirds of these cite the reason as indifference showed by the company.

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They are not your enemy. Walther shows how to reach people whose buying activity has tapered off or stopped--and convert them into the company's best customers. Walther shares successful approaches in dealing with the unhappy customer.

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