

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

McGraw-Hill - Upside



Description: -

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Customer services -- Management.

Sales management.

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

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Notes: Includes index.

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Upside Down Marketing: Turning Your Ex

Complainers can give you valuable research information that would otherwise cost thousands. Walther shares successful approaches in dealing with the unhappy customer. Get your company's marketing priorities straight.

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Walther is a professional speaker and president of Speaking From Experience, Inc. His presentations are in demand throughout North America, Europe, and the Pacific Rim.

Upside Down Marketing: Turning Your Ex

Walther holds both the highest award for platform excellence CPAE and the Certified Speaking Professional CSP designation from the National Speakers Association. Every effort should be made to re-assume this customer for a win-win situation. Most customers who are unhappy will just go do business with someone else and you'll never see them again.

Upside Down Marketing: Turning Your Ex

Fewer than 100 other speakers worldwide have been so honored.

Upside Down Marketing: Turning Your Ex

This book could have been more popular if it had an understandable title.

styleguide.expo.io: Upside

I especially appreciated Walther's material about how to deal with unhappy customers to convert them to advocates for your business. Complainers not handled can destroy your market.

Upside

They are also giving you a road map for how to please and keep other customers. Read and apply the ideas in Upside-Down Marketing to recover lost customers and keep more continuing customers of your business. Upside-Down Marketing is about improving your marketing by starting first to resolve customer complaints and improve your customer relationships.

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