

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

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Description: -

- 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

Gray November 21, 1999 What is the best way to design a marketing plan for the growth and profitability of your business? Prospecting for new customers is the most costly and difficult task in business. Customers know that companies can and will make mistakes. Walther shares successful approaches in dealing with the unhappy customer.

Upside Down Marketing: Turning Your Ex

Most unhappy customers leave and don't say a word. Each chapter contains practical tips and an action plan that readers can apply in their own situation. According to George Walther, this approach is upside-down.

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They are not your enemy. Complainers not handled can destroy your market.

Upside Down Marketing: Turning Your Ex

Most customers who are unhappy will just go do business with someone else and you'll never see them again. Walther shows how to reach people whose buying activity has tapered off or stopped--and convert them into the company's best customers. Walther holds both the highest award for platform excellence CPAE and the Certified Speaking Professional CSP designation from the National Speakers Association.

Upside

Get your company's marketing priorities straight.

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