



## Do You Give a Cold Shower or a Warm Bubble Bath? (Paperback)

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By Leon Frank

Lulu.com, United States, 2006. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.What s the emotional experience from doing business with you? Are there a bunch of cheerful fuzzies added in to make the event warm and enjoyable? Or do you serve cold professionalism because you think clients are only interested in a job done properly? If customers need mittens to buy from you, you re losing revenues! Adding warm niceties to your customer experience will not only help you stand out definitively from your competition, it will dramatically increase sales. That low-cost marketing strategy along with many others you won t learn in business courses are why you don t want to miss out on this book. All the concepts here show you how to successfully increase business without spending more than your revenues for advertising. Many suggestions are as easy as changing your customer dynamic into a warm bubble bath. Try all of them -- you ll like the results much better than a cold shower.

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