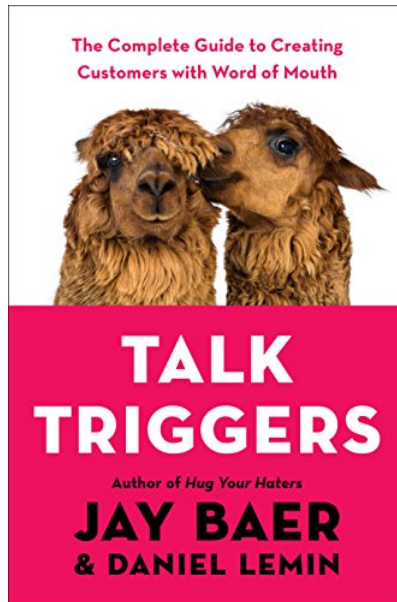


uXaXj [Free PDF File] Talk Triggers: The Complete Guide to Creating Customers with Word of Mouth



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Talk Triggers is the definitive, practical guide on how to use bold operational differentiators to create customer conversations, written by best-selling authors and marketing experts Jay Baer and Daniel Lemin. Word of mouth is directly responsible for 19% of all purchases, and influences as much as 90%. Every human on earth relies on word of mouth to make buying decisions. Yet even today, fewer than 1% of companies have an actual strategy for generating these crucial customer conversations. Talk Triggers provides that strategy in a compelling, relevant, timely book that can be put into practice immediately, by any business. The key to activating customer chatter is the realization that same is lame. Nobody says "let me tell you about this perfectly adequate experience I had last night." The strategic, operational differentiator is what gives customers something to tell a story about. Companies (including the 30+ profiled in Talk Triggers) must dare to be different and exceed expectations in one or more palpable ways. That's when word of mouth becomes involuntary: the customers of these businesses simply MUST tell someone else. Talk Triggers contains: "Proprietary research into why and how customers talk" More than 30 detailed case studies of extraordinary results from Doubletree Hotels by Hilton and their warm cookie upon arrival, The Cheesecake Factory and

their giant menu, Five Guys Burgers and their extra fries in the bag, Penn & Teller and their nightly meet and greet sessions, and a host of delightful small businesses*The 4-5-6 learning system (the 4 requirements for a differentiator to be a talk trigger; the 5 types of talk triggers; and the 6-step process for creating talk triggers) *Surprises in the text that are (of course) word of mouth propellantsConsumers are wired to discuss what is different, and ignore what is average. Talk Triggers not only dares the reader to differentiate, it includes the precise formula for doing it. Combining compelling stories, inspirational examples, and practical how-to, Talk Triggers is the first indispensable book about word of mouth. It's a book that will create conversation about the power of conversation. DISCLAIMER: "We cannot guarantee the availability of this ebook on an external site."

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