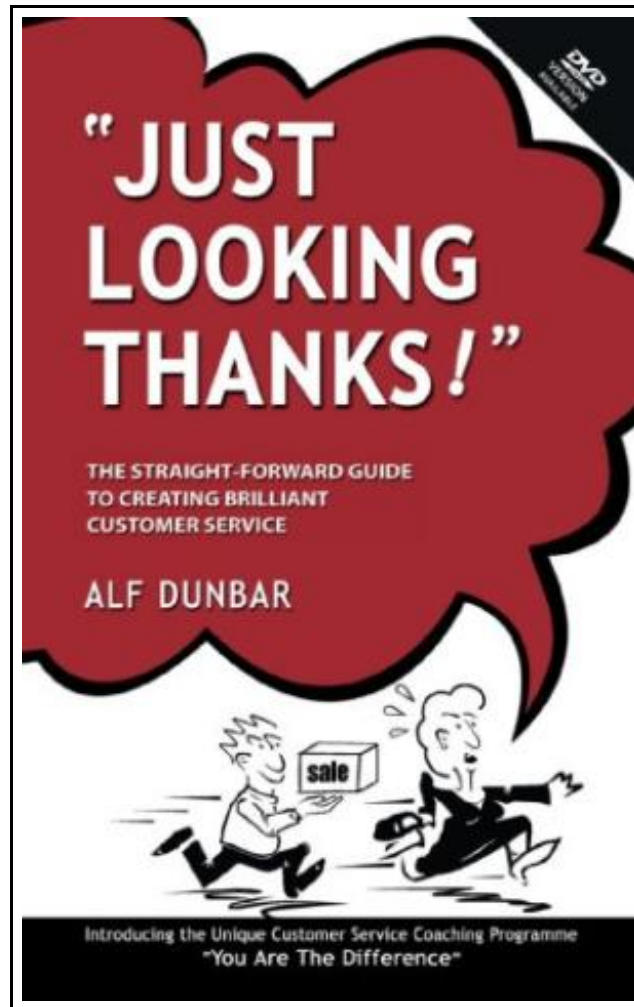


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Trafford Publishing, Canada, 2006. Paperback. Book Condition: New. 198 x 124 mm. Language: English . Brand New Book ***** Print on Demand *****.The way a person feels does effect how they behave which in turn effects the results they acheive. You Are The Difference works because not only does it help people to think differently about the customer it also help them to think differently about themselves and the service they give. When the skills and techniques within this book are used on the shop floor everyone wins. The business wins because the level of service and customer conversion is increased resulting in happier customers and greater sales. The store manager wins because they are able to lead, motivate and coach the team, and keep the You Are the Difference Coaching Program alive helping it to become part of the service culture in store. The sales person wins because they are given the skills, knowledge and confidence to interact more easily with the customer making their role within the store more rewarding and effective. The customer wins because they receive a level of service second to none. This book IS different. The techniques within its pages were developed on the shop floor working with REAL customers. Each skill has been perfected to help both the retailer and the customer enjoy a perfect shop floor relationship. in short it DELIVERS!.



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