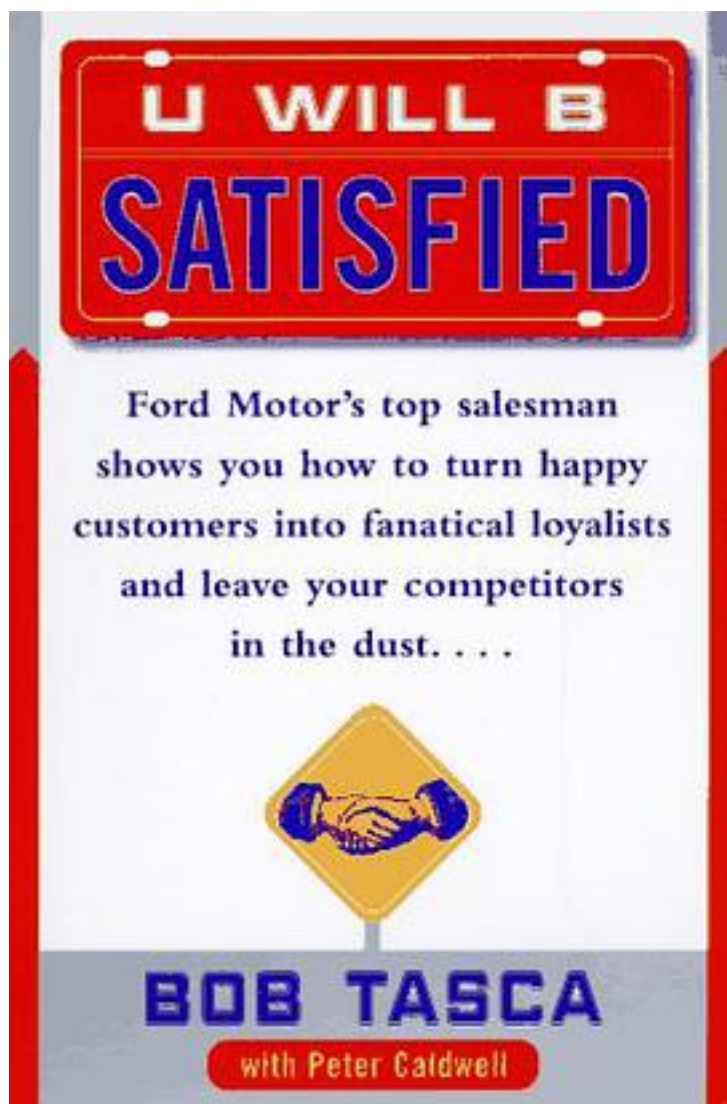


# You Will be Satisfied



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Bob Tasca is, quite simply, the world's most effective practitioner of customer satisfaction. His accomplishments are astounding. His small Ford dealership is consistently among the world's best in sales volume, and industry executives from all over often visit in order to learn from his operation. Though he sells a generic product, Tasca has at times achieved the unheard-of feat of capturing 24 percent of his metro market, and he regularly sees 65 percent of his customers return -- triple the loyalty rate of his competitors. In "You Will Be Satisfied," he reveals how anyone, whether shoe salesman, software company middle manager or bookstore owner, can drive customer loyalty to dizzying heights. In the book's short, punchy chapters, real-life anecdotes and bulleted lessons, readers will find the knowledge and tools they need to send their sales soaring.

作者介绍:

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