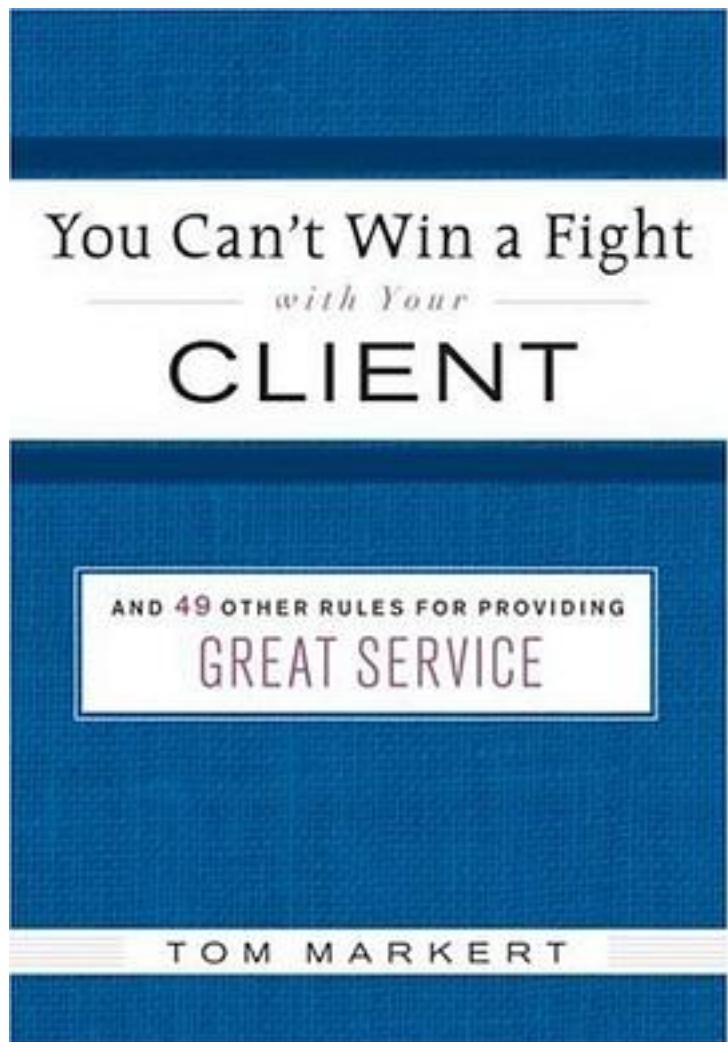


You Can't Win a Fight with Your Client



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In this follow-up to You Can't Win a Fight with Your Boss , Tom Markert returns to provide clever, timeless advice on how to offer exceptional service. The most important rule? You can't win a fight with your client! As American companies large and small have shifted their focus from manufacturing to providing services, keeping clients satisfied has become critical to the survival of every business. Yet, very few people have mastered the art of managing clients successfully. In You Can't Win a Fight with Your Client , Tom Markert argues that the secret to great service lies in understanding and applying a few fundamentals. In fifty small doses, he provides practical advice on how to manage your relationships with your clients and ensure they receive the kind of service that will keep them coming back for more. A perfect resource for anyone working with clients at any level, You Can't Win a Fight with Your Client is the no-nonsense, straightforward guide to keeping clients happy in today's hypercompetitive and demanding business environment.

作者介绍:

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