

How to Win Customers and Keep Them for Life, Revised Edition

Author of *Working Smart* and
The Perfect Business

Michael LeBoeuf, Ph.D.

HOW TO WIN CUSTOMERS & KEEP THEM FOR LIFE

REVISED
AND
UPDATED
FOR THE
DIGITAL
AGE

"A POWERHOUSE, A CLASSIC!"

—James B. Patterson, chairman and managing director, J. B. P. International, Inc.

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The "classic" business book from the author of Working Smart...

Revised and updated for the Digital Age!

Michael LeBoeuf, one of the nation's foremost business consultants, presents a hard-hitting, action-ready rewards-and-incentives program for creating a winning sales team. This classic no-nonsense guide is completely revised and updated for today's computer-driven world. It contains everything you need to know about successful selling and--most important of all--how to win customers for life.

"I've always believed that it's a mistake to separate selling, managing and service from each other. How to Win Customers and Keep Them for Life is an easy-to-follow guide for putting them together with great results." --Ed Flanagan, President, Sales Marketing Executives--Greater New York

"A powerhouse, a classic." --James B. Patterson, bestselling novelist and former Chairman and Creative Director of J. Walter Thompson, U.S.A., Inc.

"An invaluable, easy-to-follow blueprint for winning, serving and keeping customers...This book is a must for any business." --Jere W. Thompson, President and CEO, The Southland Corporation

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