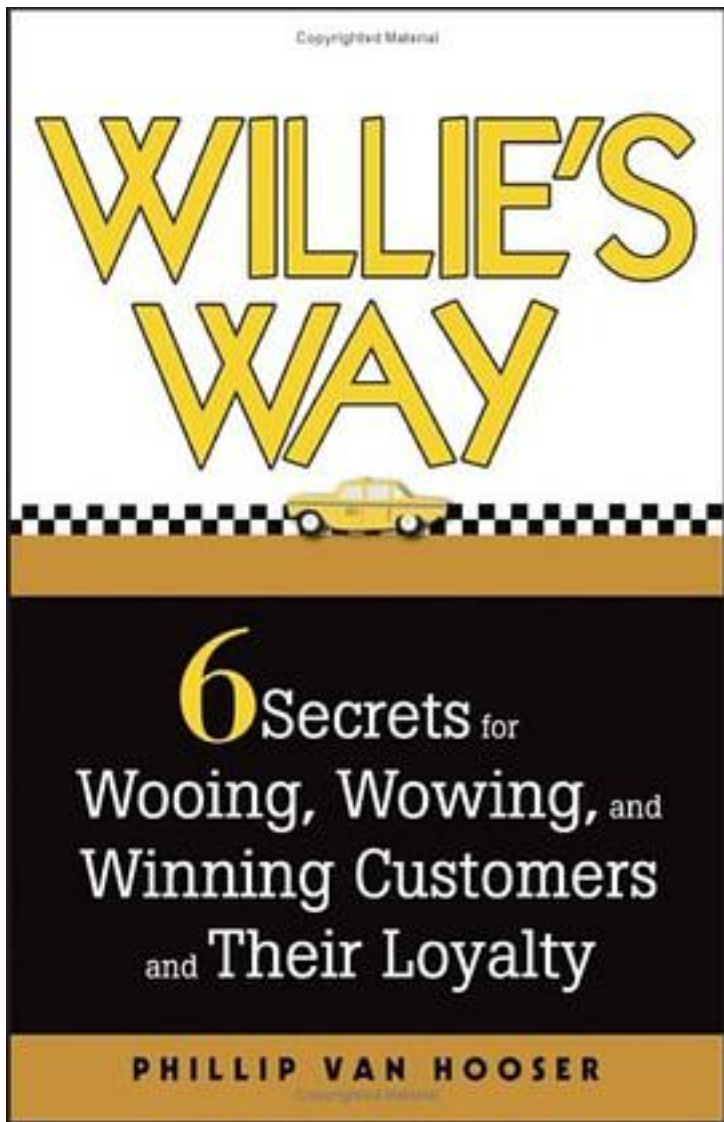


Willie's Way



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""Willie's Way" is a fascinating compilation of real-life customer service stories that actually make a difference. It's about building your brand one customer at a time. Read how enthusiasm, confidence, and sincerity can impact your customers, grow revenues, and impact your bottom line. This is the best book I've read on customer service in a long time." - Joe Scarlett Chairman of the Board Tractor Supply Company. "Wow! Willie's Way" is simply infectious. Every reader is sure to find the six secrets to be very practical. In fact, they leave us without excuse. Without a doubt, "Willie's Way" has the power to transform an organization from one delivering mediocre customer service to one performing at the top." - Chris Strippelhoff Vice President-Member Services Municipal Gas Authority of Georgia. "Van Hooser absolutely hit the bull's-eye with an outstanding instruction manual about the keys to extraordinary customer service. I have no doubt that companies and customer service professionals across virtually every industry will find value and fresh new insights in the pages of this brilliantly written gem." - Richard G.Kelley Director of Sales Training, North America Axcan Pharma, Inc.

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