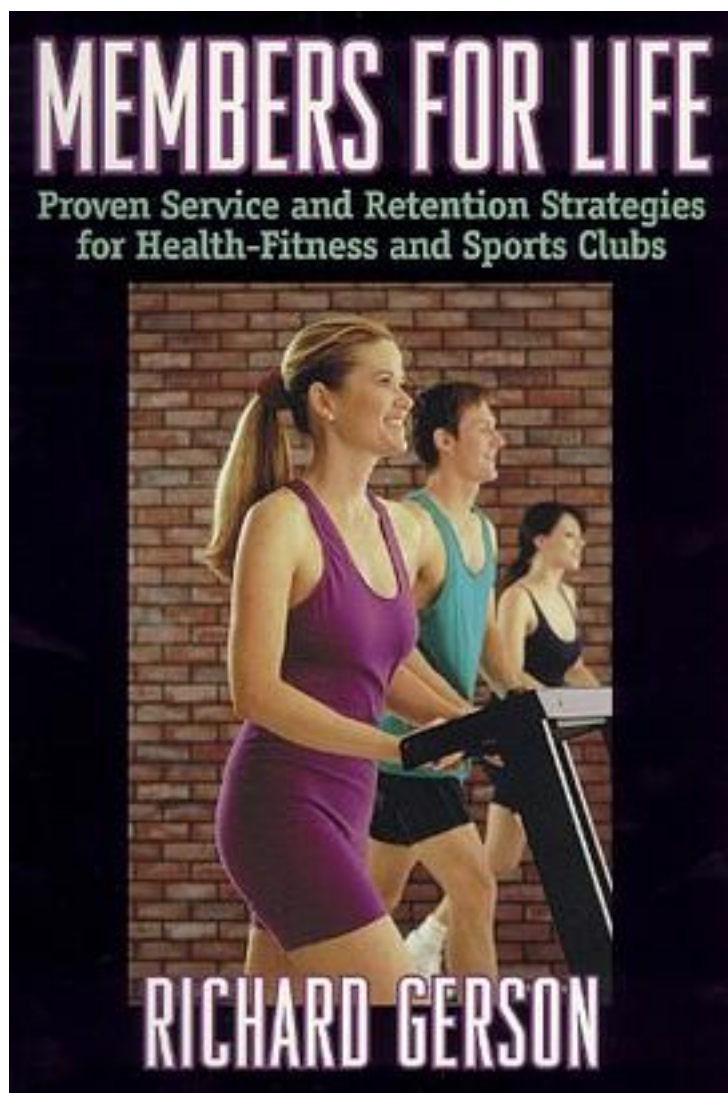


Members for Life



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Nearly every health and fitness club has state-of-the-art equipment, comprehensive training programmes and qualified staff. Based on the premise that customer service is critical to the success of every club, this marketing text aims to show how to develop a customer service standard that will keep members coming back once they have joined. The auth or provides a worksheet to calculate the cost of losing a member. He describes the services that members want, need and expect; identifies crucial skills from basic telephone and communication skills, to tips for managing angry members. Checklists are provided to reinforce the theory and practice.

作者介绍:

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