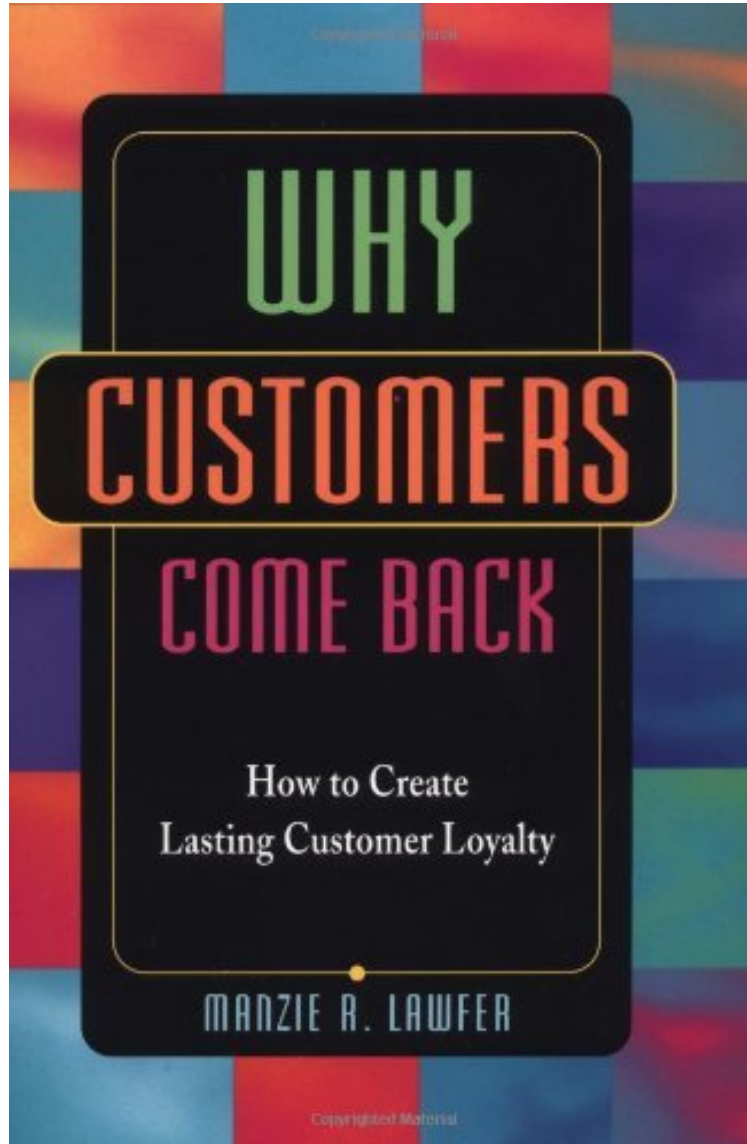


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Why Customers Come Back: How to Create Lasting Customer Loyalty

Manzie R. Lawfer

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Manzie R. Lawfer : Why Customers Come Back: How to Create Lasting Customer Loyalty before purchasing it in order to gage whether or not it would be worth my time, and all praised Why Customers Come Back: How to Create Lasting Customer Loyalty:

Loyal customers are the most important asset of any company-more important than land, patents, equipment, or

buildings. While finding new customers is often expensive, time-consuming, and ultimately unprofitable, retaining old customers is surprisingly easy and highly profitable. This book is not about slogans, banners, or promotions. It is about discovering and utilizing specific activities that will make your customers buy again and again...and tell the world why everyone else should buy from you too! Learning how to retain customers is important and profitable. Even a seemingly negligible increase in repeat business-just five percent-produces a whopping 60 percent increase in profits. The practical advice in *Why Customers Come Back* is based on the real buying habits of real customers. The five principles to follow are not brain surgery. Business people, entrepreneurs, corporate leaders, and front-line employees can understand, embrace, and implement them...right now.

"For anyone who is serious about creating customers for life...outlines everything you need to know to make that happen." -- Mark LeBlanc, author of *Growing Your Business*"Lawfer has written a wonderful book that should be required reading for anyone who deals with customers. A great read!" -- Roger Dawson, author of *Secrets of Power Negotiating* and *The Weekend Millionaire's Secrets To Investing In Real Estate*"This book shows you how to create lifelong customers, your key to business success." -- Brian Tracy, author of *Goals!*