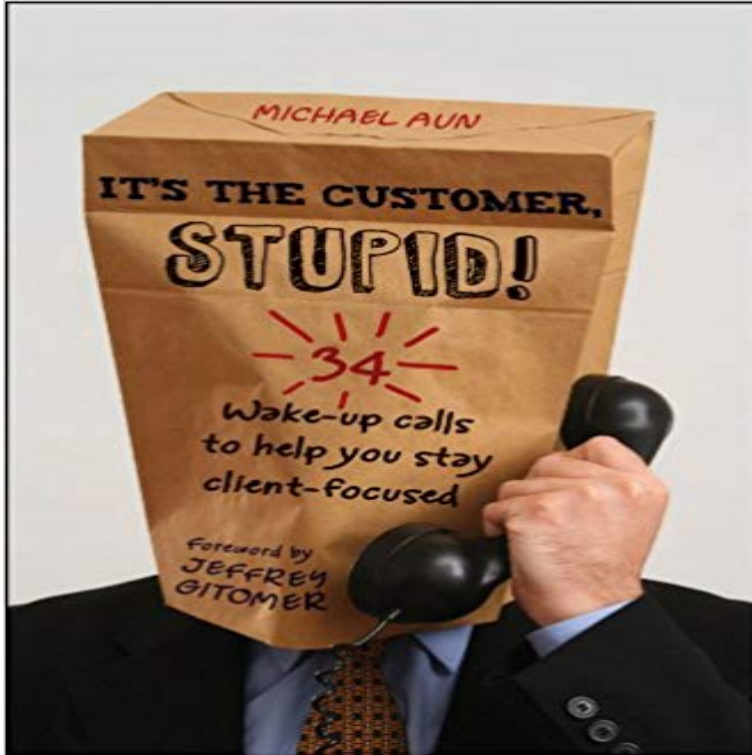


Its the Customer, Stupid!: 34 Wake-up Calls to Help You Stay Client-Focused



Ruthlessly focus on what's convenient for customers, not what's convenient for you. Ninety percent of dissatisfied clients will take their business elsewhere and never tell you why. However, ninety-five percent will become loyal customers again if their needs and problems are addressed and remedied. Speaker and salesperson Michael Aun shares these secrets and many more in *Its the Customer, Stupid!*, a guide to growing any business by gaining new customers, and, more importantly, by keeping the ones you have happy and coming back for more. This fun-to-read book explains common myths about sales and customer satisfaction, starting with the fact that most businesses think they're customer-centric, but they just aren't. Get proven steps to REALLY put your customer at the center of what you do. Distinguish your business from the competition by understanding the principle that good sales ARE good service. Author received the Toastmasters World Championship of Public Speaking award and is also a full-time businessman practicing what he preaches daily. *Its the Customer, Stupid!* reveals key actions that will shake up your business approach. Your customers will love you for them, and you'll love the effect on sales!

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