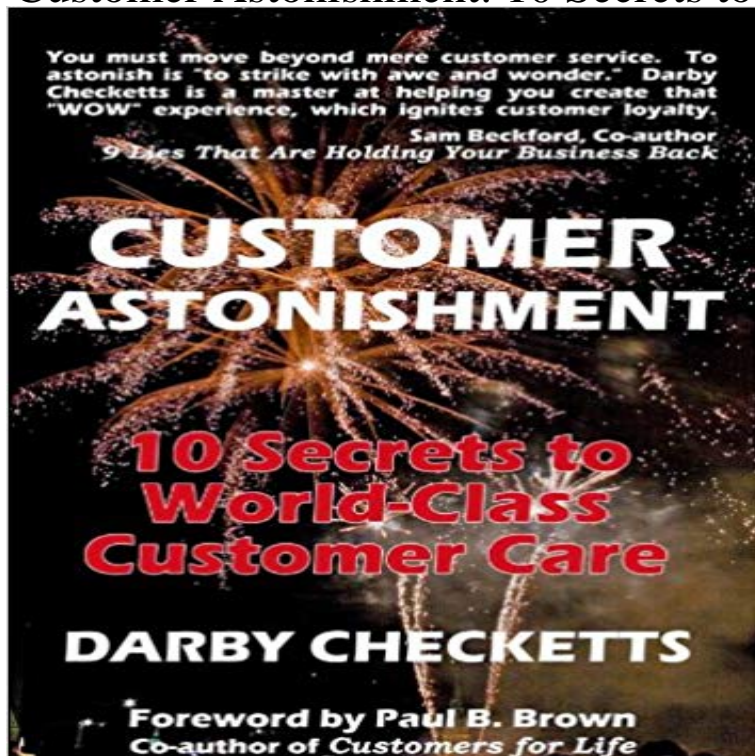


## Customer Astonishment: 10 Secrets to World-Class Customer Care



### THE WOW EXPERIENCE THAT CREATES CUSTOMER LOYALTY

Customer Astonishment : 10 Secrets to World-Class Customer Care by Darby Checketts Get your competition on tilt wondering HOW you DO IT! Make sure everyone in your company reads this book and get all of the on the same page! Great customer relationships make the world go around. Customers give us the opportunity to apply our talents to serve them. Then, they transfer money from their bank accounts to ours so that we have the financial leverage to meet our goals. This simple, everyday economic interdependence is what business success, professional accountability, and personal prosperity are all about. In todays competitive world, a satisfied customer is no longer enough. A satisfied customer is still shopping around until you provide that WOW experience and make that WOW connection that creates customer loyalty. To do so, you must move beyond mere customer service to the new world of Customer Astonishment. Author Darby Checketts has spent the past 14 years preparing to show you how. Here is a sneak preview of his 10 Secrets to World-Class Customer Care. You will learn the principles and methods to make these secrets work for you and your team. #1: Be Customer Champions! #2: Get Connected. #3: Get It Together. #4: Know Your Customers. #5: Know the Bear. #6: Take Ownership. #7: Stake Your Reputation. #8: Add Value at Each Step of the Way. #9: Smooth the Way. #10: Create Options. You must move beyond mere customer service. To astonish is to strke with awe and wonder. Darby Checketts is a master at helping you create that WOW experience, which ignites customer loyalty. - Sam Beckford, Co-author of 100 Ways to Create Wealth and The Small Business Millionaire

ABOUT THE AUTHOR: Darby

Checketts is the president of Cornerstone Professional Development which he founded in 1985. He is known as the originator and worldwide proponent of Customer Astonishment. His work has influenced thousands of organizations and millions of individuals around the globe. His corporate career includes Ford Motor Company and Digital Equipment Corporation. He is the author of eight books. Visit him at [www.darbychecketts.com](http://www.darbychecketts.com).

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