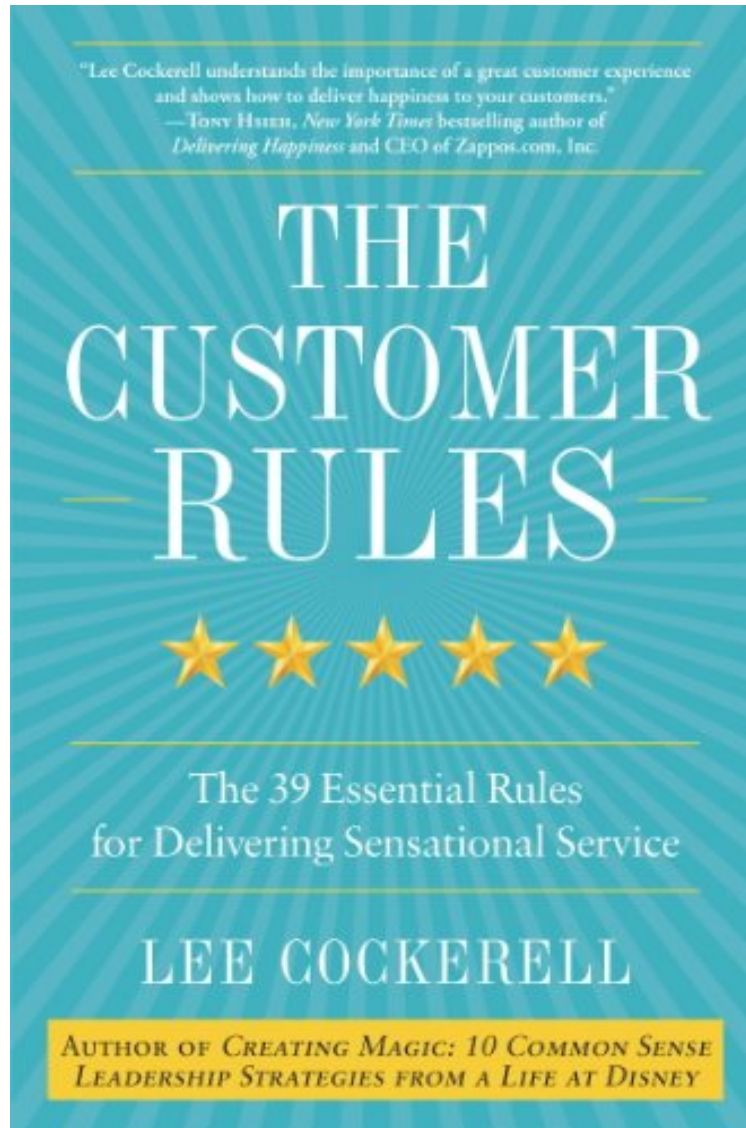


(Ebook free) The Customer Rules: The 39 Essential Rules for Delivering Sensational Service

# The Customer Rules: The 39 Essential Rules for Delivering Sensational Service

Von Lee Cockerell

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## Essential Rules for Delivering Sensational Service:

**Kurzbeschreibung**The former Executive Vice President of Walt Disney World shares indispensable Rules for serving customers with consistency, efficiency, creativity, sincerity, and excellence. Lee Cockerell knows that success in business--any business--depends upon winning and keeping customers. In 39 digestible, bite-sized chapters, Lee shares everything he has learned in his 40+ year career in the hospitality industry about creating an environment that keeps customers coming back for more. Here, Lee not only shows why the customer always rules, but also the Rules for serving customers so well they'll never want to do business with anyone but you. For example: Rule #1: Customer Service Is Not a Department Rule #3: Great Service Follows the Laws of Gravity Rule #5: Ask Yourself "What Would Mom Do?" Rule #19: Be a Copycat Rule #25. Treat Every Customer like a Regular Rule #39: Don't Try Too Hard As simple as they are profound, these principles have been shown to work in companies as large as Disney and as small as a local coffee shop; from businesses selling cutting-edge technologies like computer tablets to those selling products as timeless as shoes and handbags; at corporations as long-standing as Ford Motors and those as nascent as a brand new start-up. And they have been proven indispensable at all levels of a company, from managers responsible for hiring and training employees, setting policies and procedures, and shaping the company culture to front line staff who deal directly with clients and customers Chock-full of universal advice, applicable online and off, *The Customer Rules* is the essential handbook for service excellence everywhere.

**Pressestimmen**At Zappos, many of our business decisions revolve around the customer. Lee Cockerell understands the importance of a great customer experience and shows you how to Deliver Happiness to your customers. \* Tony Hsieh, NY Times bestselling author of "Delivering Happiness" and CEO of Zappos.com, Inc. \* These Rules rule. If you play by these rules you will win. -- Carl Sewell -- Chairman of Sewell Automotive Companies and author of the multi-million copy bestseller *Customers For Life* Lee Cockerell has drawn from his wealth of experience and written a wise and practical book chock full of ideas about delivering sensational service. He illustrates his lessons with engaging stories about real-life people doing extraordinary things for others. I love it. -- Mark Sanborn, bestselling author of *The Fred Factor* *The Customer Rules* is easy to read and understand, but profound in so many ways! If companies and leaders would follow this advice their customers and business would be significantly better. -- Al Weiss, President Disney Parks and Resorts, Worldwide (Retired) No matter what industry you're in or what kind of company you work for, if customer service isn't priority, your business will get crushed. This book shows that any employee at any level of an organization can take pride in serving customers with excellence - in doing so they bolster both their career and their company profits! -- Marshall Goldsmith, bestselling author of *MOJO* and *What Got You Here Won't Get You There* I don't know many people who know more about customer service than Lee Cockerell. If you want to create raving fans and have customers brag about you, read his book, *The Customer Rules*. It will send you in the right direction -- Ken Blanchard, Co-author, *The One Minute Manager* and *Leading at a Higher Level*

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