



How to Win Customers and Keep Them for Life, Revised Edition

Michael LeBoeuf

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How to Win Customers and Keep Them for Life, Revised **Edition**

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How to Win Customers and Keep Them for Life, Revised Edition Michael LeBoeuf "A powerhouse, a classic."--James B. Patterson*, bestselling novelist and former Chairman and Creative Director of J. Walter Thompson, U.S.A., Inc.

"An invaluable, easy-to-follow blueprint for winning, serving and keeping customers...This book is a must for any business." -- Jere W. Thompson, President and CEO, The Southland Corporation

Michael LeBoeuf, one of the nation's foremost business consultants, presents a hard-hitting, action-ready rewards-and-incentives program for creating a winning sales team. This classic no-nonsense guide is completely revised and updated for today's computer-driven world. It contains everything you need to know about successful selling and--most important of all--how to win customers for life.

"I've always believed that it's a mistake to separate selling, managing and service from each other. How to Win Customers and Keep Them for Life is an easy-to-follow guide for putting them together with great results." -- Ed Flanagan, President, Sales Marketing Executives-- Greater New York



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