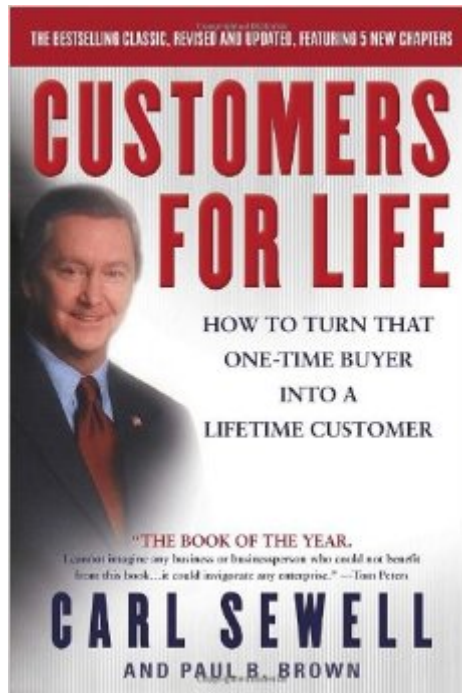


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# Customers For Life: How To Turn That One-Time Buyer Into A Lifetime Customer



## Synopsis

In this completely revised and updated edition of the customer service classic (more than 600,000 copies sold), Carl Sewell enhances his time-tested advice with fresh ideas and new examples and explains how the groundbreaking "Ten Commandments of Customer Service" apply to today's world. Drawing on his incredible success in transforming his Dallas Cadillac dealership into the second largest in America, Carl Sewell revealed the secret of getting customers to return again and again in the original *Customers for Life*. A lively, down-to-earth narrative, it set the standard for customer service excellence and became a perennial bestseller. Building on that solid foundation, this expanded edition features five completely new chapters, as well as significant additions to the original material, based on the lessons Sewell has learned over the last ten years. Sewell focuses on the expectations and demands of contemporary consumers and employees, showing that businesses can remain committed to quality service in the fast-paced new millennium by sticking to his time-proven approach: Figure out what customers want and make sure they get it. His "Ten Commandments" provide the essential guidelines, including:

- Underpromise, overdeliver: Never disappoint your customers by charging them more than they planned. Always beat your estimate or throw in an extra service free of charge
- No complaints? Something's wrong: If you never ask your customers what else they want, how are you going to give it to them?
- Measure everything: Telling your employees to do their best won't work if you don't know how they can improve
- Borrow, borrow, borrow: Sewell, for example, learned about hospitality from Japanese culture, cleanliness from Disney, and politeness from his mother.

## Book Information

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## Customer Reviews

None of the ideas in this book are ground breaking, but the author does a great job of explaining how they translate into loyal customers for your business. There is no abstract psychological babbling lots of similar books have. The author clearly shows the reader what his points are, then uses case studies from both his business and others to reinforce the concepts. Every business owner should have this book, and I'd recommend buying copies for all the employees as well. It will pay off in the long run.

Sewell really practices what he preaches. I had made a visit to two of his dealerships in Dallas; after seeing his operation I HAD to read his book. Both his customers and his employees are fanatically loyal - for good reason. Carl's view of customer service is very different; in fact he does not have (or need) a 'customer service' department. Instead they create systems to avoid problems in the first place, and each employee (associate, really) is empowered to solve the few problems that do come up on their own. It's an easy read and a real eye opener.

Do not be put off by the cheesy grin and sharp suit on the cover of the book - this is anything but a slick-but-little-content sales seminar. I would even say that this is among the top 5 books on business I have ever read - packed full of good ideas, common sense and presented in such a way that you do not need an MBA to understand the text. Read it from cover to cover (or take chapters in isolation, as I did) and you cannot fail to be anything but impressed by the advice given. It would shock me to learn of someone that cannot learn from Mr. Sewell's approach to customer service. A must buy, for anybody that has a remote interest in improving the effectiveness of their operations.

I was deeply skeptical when a friend handed this book to me-- suit, grin, car salesman? What did that have to do with consultancy to media companies? What did this have to do with anything? No joke-- it has to do with *everything* in business. A great focused reminder about where to spend your energy and attention if you want to grow your business. This doesn't just repeat the same old motivational seminar stuff that seems to populate so many of the business books out there. It's a quick read with good advice illustrated by real life examples. What more can you ask for?

Sewell Cadillac is a world class organization visited annually by Japanese Businesses to evaluate his style of management. This is the most readable book on business since the One Minute Manager. Practical business experiences which can be applied to any business not just a car

dealership. Example: 'Threat a customer as you would your best friend Don't charge for the small stuff.' I bought 34 copies for all my managers. You'll pick it up read it in a few hours and then read it again.

I cannot say enough about how right on the money Carl is on this book. I have met some of his customers on planes and as I travel. Been to one of his dealerships. This guy practices what he preaches and it shows. This is real world how it is done. Jack in his book about Enterprise Rent A Car called Exceeding Customers Expectations is similar and so is the book about South West Airlines and the History of Nordstroms. Maybe this should be called the Bible of customer service in the Real World. He is right, his customers love him in Dallas and your customers will love you too if you follow this real world, proven plan and if you believe it in your heart and soul you will understand like Carl. This book needs six stars, but I can only put in five so here is all six for you Carl \*\*\*\*\*. You deserve them and so does this book. The other reviews are good too and I think anyone who reads this book will understand its value, after all you are a customer too. Think about what you want as a customer, this is what Carl shows you. He shows you how to become one with your customer. You should buy this book and then you do not need an MBA.

This is an easy read full of dozens of good ideas about how to build customer loyalty and satisfaction. His main themes revolve around creating ways to enhance the customer experience by removing hassles and demonstrating that you have the customer's best interests at heart. Mr. Sewell is a car dealer but most of his ideas are generally applicable. Good ideas come in tight, short chapters (often only a page or two in length) so there are lots of good "bites," but occasionally I would have liked more details. Overall 3.5 stars; worth reading at used book prices, but the New hardback price is a bit steep.

While this book provides a quick and easy read I would say it is just feel good motivational fluff. I'm not questioning Sewell's success, but I'm not sold on his tall tales. Take the anecdote of providing a rental car to a Parisian at an obviously huge expense because she dislikes the smell of cigarette smoke. I'm going to assume anyone who lives in Paris has a pretty large tolerance for smoke or they wouldn't live there very long. Mr. Sewell's ideas are great if you take cost and ethical treatment of employees off the table.

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