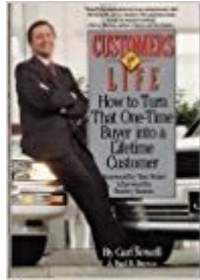


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# Customers For Life



## Synopsis

The man that Tom Peters called "one of the country's savviest entrepreneurs" proves that treating the customer right is the best profit strategy. Carl Sewell's straightforward "cookbook" approach is the book for everyone who deals with customers or clients.

## Book Information

Hardcover: 208 pages

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## Customer Reviews

Stanley Marcus If you don't learn from this book, it's your fault. -- Review --This text refers to an out of print or unavailable edition of this title.

The art of developing the long-term customer relationships that are the lifeblood of every successful enterprise."Sewell's fundamentals are to an entrepreneur what the three R's are to a teacher...required reading."--Harvey Mackay, author of Swim With The Sharks

I first read this book around 1995 and just recently re-read the book (2017). This is a MUST-READ book for anyone that is involved in acquiring and keeping customers or clients. There is a lot of plain-old common sense advice that cuts across all sorts of businesses -- especially those that involve providing a service. It's possible to finish reading the book in about 2 hours -- you won't be able to put it down.

Fantastic book! Carl Sewell is a pioneer and game changer in the auto industry.I moved to Dallas a

year ago and what I hear, even from the credible skeptics is how Sewell exemplifies ultimate customer satisfaction! In conclusion, there are many brilliant books about customer service but this one speaks with authentic authority, the sincerity and true love of humanity is palpable.

I am a Sewell customer for life. His book is a great "bible" of how to make customers for life in any business. Great job of sharing !

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.

The information in this book is good and it is a quick read. There are things that I think it goes into too much detail though. For example, while I know that employees are very important to having customers for life I think this book would be better if it went into less detail about that. I don't care to read the interview process they use or how they evaluate employees. I would have liked to see more information on the actual process that they use to minimize mistakes and ensure customer satisfaction. They encouraged to study systems used in manufacturers and apply that to the customer service side of business. I would have been interested in reading more about what systems they use and how they apply them in their business.

\* Great quick read...and don't skip the foreword by Tom Peters or the afterward by Stanley Marcus. These veterans really add some kick to Carl's message. Made me want to go to Dallas to buy my next car.\* Format made it easy to digest before/after work or in between meetings. 40 very short chapters, each touching on a different topic related to winning customers for life\* Useful to-do's. I will now be thinking about the lifetime spend of my customers, not any one single purchase. I will charge them the way I would charge a friend...after all, you shouldn't charge a 'customer for life' anything you wouldn't feel comfortable charging a friend.\* Inspired me to want to go even further on my client's behalf.\* Reinforced a lot of things I already believed, but enjoyed reading...regarding marketing, service, empowerment of people, compensation, survey feedback, and building great

processes. Enjoy!

good information for good customer service

Even though it's a bit dated, the foundations of this book are still great. I read it upon a recommendation from a friend...and then immediately purchased copies for my entire leadership team. We've already implemented a good number of the approaches Sewell lays out in the book -- we are big fans!

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