



Integrity Service: Treat Your Customers Right- Watch Your Business Grow

Ron Willingham



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Every company today recognizes the importance of good customer service and putting the customer first. Why, then, do service people so often treat us as though we're supposed to serve them, rather than the opposite? How often do we feel neglected, frustrated, or just plain unhappy -- wondering what happened to basic civility and common courtesy? Why do things seem to be getting worse rather than better? And how can businesses train employees to offer customers the courtesy and attention they are entitled to?

Ron Willingham, whose seminars and training sessions have helped big companies around the world change their employees' behavior, offers a new and subtler way of looking at customer service. Instead of the traditional "paint an artificial smile on your face" approach, *Integrity Service* brings the whole person into the service experience, showing that good customer relationships grow from employees' beliefs about who they are and what's possible for them to achieve, what career rewards they deserve, and what value they can give customers.

Integrity Service presents fundamental principles that lead to individual success and gives readers specific action guidelines for on and off the job. Willingham's documented success through his seminars and programs ensures that the hands-on help in this book will bring employees and managers to a new understanding of the nature of service.

In a world of automated phone systems and constantly frustrated customers, Ron Willingham provides a proven program that empowers employees to provide the superior service that people really want and deserve.



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Lynnette Jennings:

Spent a free time and energy to be fun activity to complete! A lot of people spent their spare time with their family, or their particular friends. Usually they carrying out activity like watching television, about to beach, or picnic inside the park. They actually doing same thing every week. Do you feel it? Would you like to something different to fill your personal free time/ holiday? Could be reading a book may be option to fill your free of charge time/ holiday. The first thing that you will ask may be what kinds of book that you should read. If you want to test look for book, may be the e-book untitled Integrity Service: Treat Your Customers Right-Watch Your Business Grow can be very good book to read. May be it may be best activity to you.

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