

# *the* Welcomer Edge

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UNLOCKING *the* SECRETS  
to REPEAT BUSINESS



Richard R. Shapiro

*founder of* THE CENTER FOR CLIENT RETENTION

# The Welcomer Edge Unlocking The Secrets To Repeat Business

**Richard R. Shapiro**



## **The Welcomer Edge Unlocking The Secrets To Repeat Business:**

**The Welcomer Edge** Richard R. Shapiro, 2012-03 The Welcomer Edge is a business book that unlocks the secrets to repeat sales. Its principles are appropriate for all sales and service environments. It's about four distinct categories of service professionals: the people that will make any customer service function or department a success. The author provides real-life examples and anecdotes to help transform this concept into action. Welcomers are a rare breed of friendly and engaging people. Most importantly, they are innately intuitive and understand that customers are people first. Identifying and recruiting welcomers is the key to a healthy consumer base. The book provides practical recommendations and strategies so that any company, regardless of industry or size, can maximize the quality of its customer service and the quantity of its loyal consumers. The book describes the four categories of frontline associates. Understanding that each category has definitive service personalities will help optimize your business at its most crucial moment: the encounter that brings two people together to make a purchase, subscribe to a service, provide praise, or raise a concern. The bottom line shows how sales and customer associates have a powerful impact on sales because they determine the outcome of the all-important first impression, and this translates into whether or not a company will achieve its most important goal: repeat business. **Come migliorare il tuo**

**brand** Mike Greece, Jerrold R. Jenkins, 2019-04-02 Questa guida agile curata da due veterani dell'editoria offre la formula definitiva per realizzare un libro di successo che valorizzi e promuova un brand attraverso i consigli degli addetti ai lavori. Come lasciare un segno indelebile nell'orizzonte odierno in cui la comunicazione online ha preso il sopravvento? Come migliorare il tuo brand? Analizza come lanciare e far fruttare il proprio libro nel caotico mix del marketing moderno. Il volume è corredato da analisi di numerosi casi di autori di successo che hanno utilizzato un libro per distinguersi nei rispettivi mercati.

**Instant Repeat Business** Bradley J. Sugars, Brad Sugars, 2006-01-09 Keep your existing customers happy, loyal, and buying. Your promotional campaign worked like a charm, and the flow of new customers has been phenomenal. So why are your profits lagging? Maybe because while you were busy chasing after new customers, you overlooked your old ones. Self-made millionaire and entrepreneurial expert Brad Sugars shows you how to cultivate a big base of loyal customers who buy, buy, and buy again. Learn how to offer exclusive sales that bring your best customers back again and again. Delight and win over your customers by continually exceeding their expectations. Achieve the dream of keeping your customers for life. Get real results right now when you discover all that Instant Success has to offer: Instant Advertising, Instant Cashflow, Instant Leads, Instant Profit, Instant Promotions, Instant Referrals, Instant Sales, Instant Systems, Instant Team Building, The Business Coach, The Real Estate Coach, Successful Franchising, Billionaire in Training.

Eventually, you will unconditionally discover a new experience and talent by spending more cash. nevertheless when? accomplish you allow that you require to acquire those all needs later than having significantly cash? Why dont you attempt to get something basic in the beginning? Thats something that will lead you to comprehend even more on the globe, experience, some places, bearing in mind history, amusement, and a lot more?

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