

The bestselling authors of *Dealing with People You Can't Stand* deliver proven tactics for exceptional customer service. In today's consumer-driven market, the first commandment is love thy customer. As highly sought-after corporate trainers and speakers, Rick Brinkman and Rick Kirschner use their trademark no-nonsense style and innovative communication techniques to win over even the most difficult customers, keeping them satisfied and loyal. Their unique, user-friendly approach to customer service focuses on the personal interactions between businesses and customers that can make or break the deal. *Love Thy Customer* provides people-oriented advice for short-term success and long-term growth, including: Skills and strategies to win customers over Tactics to prevent customer dissatisfaction Maneuvers to resolve a full range of problems Ways to maintain customer focus Methods for business owners to cultivate a strong service ethic Customer satisfaction is more important than ever, and *Love Thy Customer* delivers the strategies that build a strong and loyal consumer base.

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