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Create Loyal Customers in an Unloyal World: A Step by Step How to Create a Dynamic Customer Focused Business.

By Charles S. Togias

BookSurge Publishing. Paperback. Book Condition: New. Paperback. 190 pages. Dimensions: 8.0in. x 5.2in. x 0.4in. In my book *Create Loyal Customers in an Unloyal World*, I explain that to become the market leader, a company must set industry standards not follow them. To accomplish this, I discuss the importance of creating a corporate identity by narrowly defining your reason for doing business in the form of a Mission Statement. To continue to energize your identity, you must create and define your Core Values that will give an internal direction and inspiration to your entire staff. Employee training and input at all levels is an important element in the success of any business. Every employee in every department should participate in the development of the new customer focused philosophy. When employees are involved in developing the philosophy they will take ownership which insures its implementation. The power of the system found in my book is in the employee design, and the assurance of success is in the monitoring by leadership. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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