

The Customer is Bothering Me

Table of Contents

Part One Are Your Customers Bothering You?

Introduction: How Words Change Customers' Minds

Chapter 1 – Which Words Change Customers' Minds: The LAB Profile Patterns

Part Two Responding to the Great Customer Attitude Shift

Chapter 2 – Unveiling Your Organization's Beliefs About Customers

Chapter 3 – Decoding Customer OutRage

Chapter 4 – You Get What You Reward

Part Three Doing Business The Way Your Customer Wants

Chapter 5 – Create Your Customer Philosophy To Sell More

Chapter 6 – The Words That Change Minds Customer Transaction Process

Part 4 Dealing with Upset Customers and the Keys to Customer Loyalty

Chapter 7 – The Delicate Art of Communicating with Upset Customers

Chapter 8 – Treat the Emotion First

Chapter 9 – The Two-Solution Solution

Chapter 10 – Why an Apology is Never Enough

Chapter 11 – Create a Positive Image in Your Customer's Mind

Part 5 Advanced Influencing Strategies for Transforming Communication and Behavior

Chapter 12 – The Rules Have Changed: Mass Communication

Chapter 13 – Recruiting for Positive Relationships

Chapter 14 – From Branding to Behavior

Chapter 15 – What's Next?

APPENDICES

Appendix A – Getting the Front-Line to Make it Real

Appendix B – LAB Profile Customer Questionnaire

Appendix C – Influencing Language Shortcut

Appendix D – Other LAB Profile Practical Applications

Appendix E – LAB Profile Learning Resources

Appendix F – Conferences, Keynotes and Learning Programs