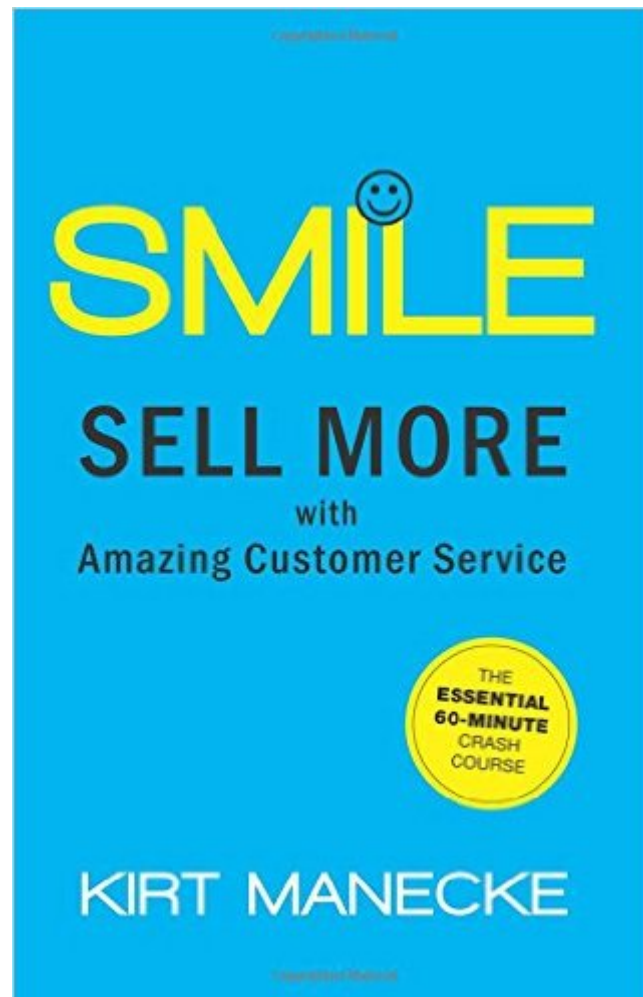


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# Smile: Sell More With Amazing Customer Service. The Essential 60-Minute Crash Course



## Synopsis

**LIGHTNING QUICK-THE ESSENTIAL 60-MINUTE CRASH COURSE** Looking for a quick, easy, fun way to train your staff in customer service and sales? Discover how to improve your customer service to increase sales, loyal customers, and long-term success TODAY! **Book of the Year Award Winner-Foreword Reviews** Featured in *Stores* magazine by the National Retail Federation **Create Profitable, Lifelong Customers in 60 Minutes or Less!** Does your customer service team hurt your business? Don't have time to train your staff? Are you losing money as a result? Poor customer service costs U.S. businesses approximately \$83 billion annually. How much is it costing you? It's time to get that money back with excellent training anyone on your staff can learn in just 60 minutes. Why this Book? While there are many customer service and sales training books on the market, *Smile* has a unique advantage. It's a quick and easy read - a crash course. You can read it in 60 minutes or less. This means: 1) you and your staff will actually read it, and 2) you can start today. **Simple, Quick, No Wasted Words** Some people hate to read, but they will love reading *Smile*! In the spirit of *The One Minute Manager*, *Smile* is full of valuable, easily digestible, bite-sized content you can put to use at once. *Smile* gives you and your staff the techniques and words to sell more. Winner of 8 awards. **The Perfect Employee Training Handbook** *Smile: Sell More with Amazing Customer Service* is a unique, super fast, simple and powerful training program packed with actionable tips, systems, and strategies. Bestselling author Kirt Manecke's award-winning training handbook can transform your staff into superior customer service and sales professionals no matter what their skill level or experience. And here's the best part: *Smile* is so easy to implement, you can get started on the training right away! **Discover How To:** - Train your staff quickly and easily- Improve customer interactions for an immediate boost in sales - Build relationships and win repeat business for the long term- Convert dissatisfied customers into business evangelists - Ask for the sale or donation and actually get it- Boost sales and service confidence, and much, much more! **Let Smile Be Your Trainer!** Can't afford expensive training or seminars? *Smile* is being used by businesses like Neiman Marcus, BancorpSouth, and many others. Join the business revolution that's improving both companies and lives. It's quick, affordable and instantly effective. If you want sales and customer service training that's fast and easy to understand and won't take months to pay off, then you'll love Manecke's essential training method. Give each of your staff a copy of *Smile* and they will pay it forward to your customers. Buy the book to start smiling your way to business success today!

## Book Information

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## Customer Reviews

Author Kirt Manecke offers what he dubs "The Essential 60-Minute Crash Course" in a slender paperback sporting a sharp-looking cover in blue with yellow highlights of the word 'Smile'. The text layout of the pages is equally clean and eye-catching, while the content on how to improve customer service is concise and persuasive. The book is broken up into five, easy to read chapters with each double page layout offering concise information for each skill and tip, while text boxes highlight crucial points and fact. There are also numerous references to well known authors in the customer service field, such as Malcolm Gladwell and his best selling book, BLINK. Though touted as a customer service tool, much of Manecke's advice is based on common sense social etiquette, effective communication skills and basic psychology that makes SMILE appealing and relevant to a vast audience ranging from employees and employers, high school students to high level business people, from sales staff to teachers to anybody that has a job requiring human interaction. Some of the basic skills included involve saying "please" and "thank you," acknowledging customers when they enter the store, listening actively and learning how to ask open ended questions that open the door for communication versus a "yes" or "no" answer. This advice is also adapted to allow for improvements during online communication, with the biggest advice being to spell check and proofread emails, which reflect the same courtesy, respect and consideration for the customer as attentive, effective in-person communication.

"Smile," by Kirt Manecke, should be must reading for anyone involved in customer service.

However, its application is certainly much broader than this, extending to salespersons; directors of developments; insurance agents, accountants, financial planners, and anyone else who makes a living interacting with clients; and, for that matter, anyone who wants to interact positively with the people with whom he or she comes into contact in daily life. "Smile" is well-written and to the point and says briefly what others have said in much longer books. It advertises itself as "the essential 60-minute crash course," and although it took me slightly more than an hour to read it, it certainly won't take much longer than this. And it's an hour well spent. Much of its advice is just good common sense, but it doesn't hurt to hear someone say what we should know, which above all is to smile and be friendly, make eye contact, return a "Thank You" with a "You're welcome," greet with a phrase such as "How may I help you today," use the customer's name, and don't carry on a conversation with another employee while you're serving the customer. (In other words, do the opposite of something that happened to me some years ago when I was at the checkout at a fruit and vegetable store and the clerk, who had had an argument with her boss, was angrily running him down to the other cashier while she mercilessly threw my groceries into a paper sack. Needless to say, I never patronized that store again.) But there's more.

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