



Integrity Service: Treat Your Customers Right- Watch Your Business Grow

Ron Willingham

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Every company today recognizes the importance of good customer service and putting the customer first. Why, then, do service people so often treat us as though we're supposed to serve them, rather than the opposite? How often do we feel neglected, frustrated, or just plain unhappy -- wondering what happened to basic civility and common courtesy? Why do things seem to be getting worse rather than better? And how can businesses train employees to offer customers the courtesy and attention they are entitled to?

Ron Willingham, whose seminars and training sessions have helped big companies around the world change their employees' behavior, offers a new and subtler way of looking at customer service. Instead of the traditional "paint an artificial smile on your face" approach, *Integrity Service* brings the whole person into the service experience, showing that good customer relationships grow from employees' beliefs about who they are and what's possible for them to achieve, what career rewards they deserve, and what value they can give customers.

Integrity Service presents fundamental principles that lead to individual success and gives readers specific action guidelines for on and off the job. Willingham's documented success through his seminars and programs ensures that the hands-on help in this book will bring employees and managers to a new understanding of the nature of service.

In a world of automated phone systems and constantly frustrated customers, Ron Willingham provides a proven program that empowers employees to provide the superior service that people really want and deserve.

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Elena Sparrow:

Exactly why? Because this Integrity Service: Treat Your Customers Right-Watch Your Business Grow is an unordinary book that the inside of the book waiting for you to snap that but latter it will zap you with the secret the idea inside. Reading this book alongside it was fantastic author who have write the book in such wonderful way makes the content interior easier to understand, entertaining technique but still convey the meaning completely. So , it is good for you because of not hesitating having this ever again or you going to regret it. This unique book will give you a lot of rewards than the other book have such as help improving your ability and your critical thinking way. So , still want to hold up having that book? If I were you I will go to the reserve store hurriedly.

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Stephen Comerford:

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