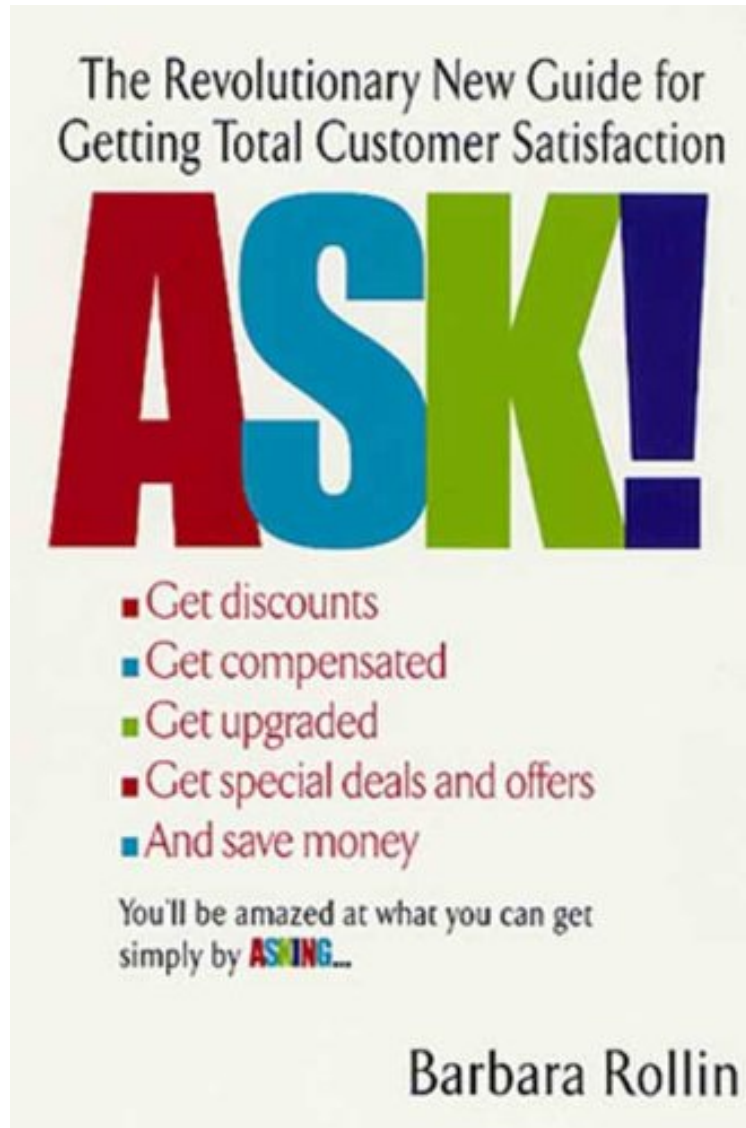


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Ask!: The Revolutionary New Guide for Getting Total Customer Satisfaction

Barbara Rollin

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3 of 3 people found the following review helpful. Since you ASKed . . .By A Customer I'll tell you that I really liked this book. It provides a whole different view of your role as a consumer, and in effect, how to change the business/customer relationship into a positive one. I learned how to communicate more effectively with stores, banks,

manufacturers and service providers so that I can get the most for my money. Rollin gives specific tips on the types of things to ask for (better interest on savings accounts; better rates or rooms at hotels), and explains how to do it in an effective way. ASK is very funny with plenty of real-life examples that you can begin using immediately. I highly recommend this book; I'll be buying a bunch to give as holiday gifts. 1 of 1 people found the following review helpful. Great book for anyone
By Fred Ingerson It is amazing that such a simple idea is so foreign to so many. I have given this book to many people as gifts. You can literally pay for the book with the first time you practice asking!! 3 of 3 people found the following review helpful. Entertaining and Practical
By A Customer I will now have the courage to "speak up" when I don't feel I received service or product for value. With cleverness and wit, Ms. Rollin clearly defines what we should expect and receive as consumers. Every situation she describes is real life consumerism.

It's the simplest technique imaginable, and it can save you hours of your time, hundreds of headaches, and thousands of dollars. Barbara Rollin has saved a small fortune by using a technique that is so simple, so easy, that anyone can do it. By using the power of "Asking," Barbara Rollin has gotten refunds, discounts, deals, lower prices, and customer satisfaction beyond her wildest dreams. In Ask! you will learn her strategies to:-Get credit card companies to lower your interest rates-Make stores pay for your time when deliveries are late-Get hotels to lower their room rates upon check-in-Receive refunds for disappointing merchandise-even years later-Learn to ask for and get better medical care-Stop accepting anything less than a totally satisfying restaurant meal-Return anything to a store-even if they have a "no returns" policy-And much more! Barbara Rollin has learned in her years of steadily more audacious "Asking" that companies will comply-usually with a smile. Everyone has the power to "Ask" for satisfaction, without whining or complaining. The stories and anecdotes in Ask! will demonstrate that power to you, so that you can begin getting more than you ever dreamed possible through these simple techniques.

About the Author Barbara Rollin has been involved in consumer activism on a personal and professional level. She was a caseworker for the Maryland Consumer Protection Agency, served on the Consumer Advisory Board of Giant Foods, and was a real estate agent for fifteen years. She lives in San Diego, California.