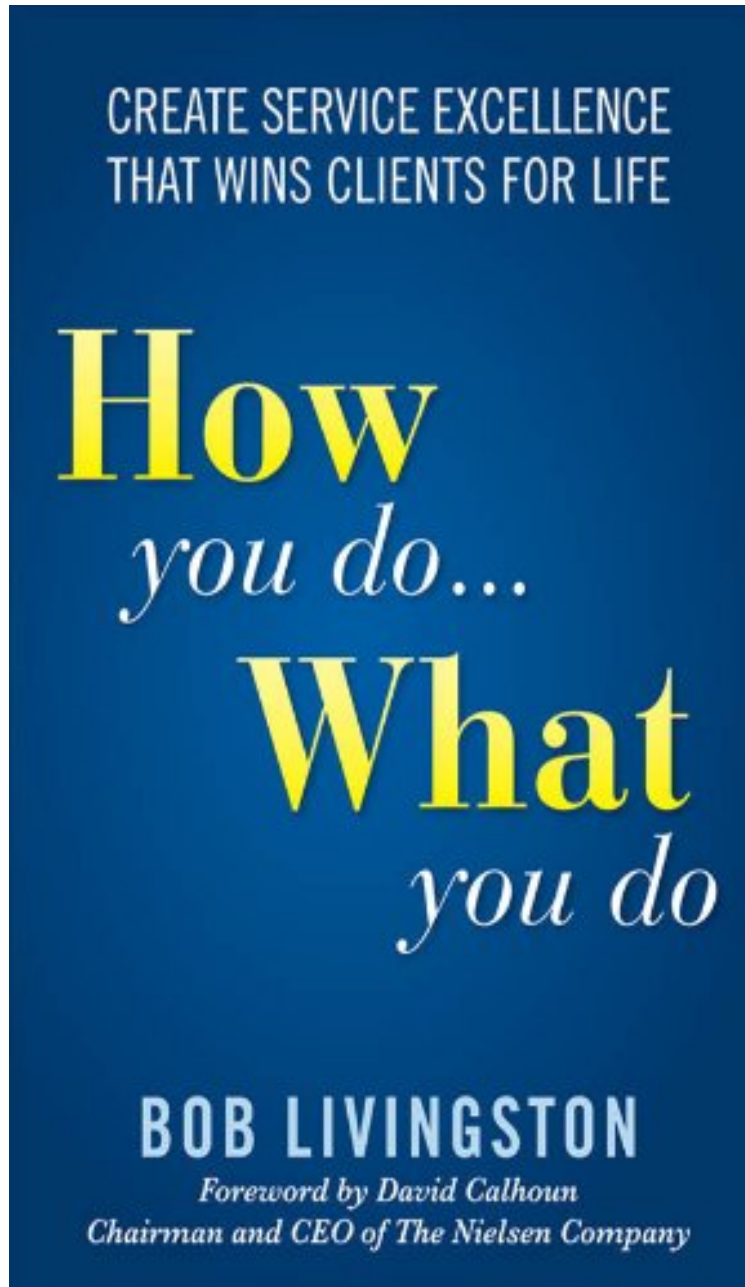


[Download ebook] How You Do... What You Do: Create Service Excellence That Wins Clients For Life

How You Do... What You Do: Create Service Excellence That Wins Clients For Life

Bob Livingston, David (foreword by) Calhoun
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Bob Livingston, David (foreword by) Calhoun : How You Do... What You Do: Create Service Excellence That Wins Clients For Life before purchasing it in order to gage whether or not it would be worth my time, and all praised

How You Do... What You Do: Create Service Excellence That Wins Clients For Life:

2 of 3 people found the following review helpful. Also, what a company can be and do for its salespeople

By Robert Morris
Frankly, I doubt if there are any head-snapping revelations left concerning customer service but I continue to be impressed by recently published books in which their authors offer thought-provoking perspectives, insights, and suggestions worthy of careful consideration. Just as there is a buyer for every house, in publishing there is a buyer for every book. My task as a reviewer is to help those who read my comments to decide whether or not the given book seems to be directly appropriate to her or his own circumstances, needs, and interests. How You Do...What You Do offers a case in point. Bob Livingston achieves his objective of presenting a comprehensive, cohesive, and cost-effective program that (with appropriate modifications, of course) could be put in place by almost any company, whatever its size and nature may be. I think that his book can also be of substantial value to individuals in sales, especially those who are relatively inexperienced although much of what he shares could serve as "reminders" to sales managers. Obviously, the best an organization can do to support its sales initiatives (as opposed to its marketing initiatives) is to "free up" its salespersons - as much as possible - from responsibilities that are unrelated to the cultivation, solicitation, and post-sale process. Less time consumed by paperwork means more time available to nourish customer relationships. A company can maintain zero-defect quality control of each product it sells. It can also ensure that there are no foul-ups with order processing, delivery, invoicing, and technical service. An appropriate analogy would be to carrier jet pilots who also depend on an efficient system to provide the information they need, then get them and their planes safely on their way to each target destination. As Livingston explains very well, companies should be customer-centric, indeed customer-driven and develop a culture that recognizes what Peter Drucker observed decades ago: "If you don't have a customer, you don't have a business." Of course, selling today must take into full account that customers have more choices than ever before, that many (if not most) products are commodities or at least widely viewed that way, and that in general, customers are much better informed than in years past, largely because of immediate access to more and better information, much of it provided by Web sites. (There are several Web sites that direct people to other Web sites. They function as an electronic concierge" and can be quite helpful.) Purchase decisions - including the decision to purchase nothing now or soon - usually involve several people (what Michael Boylan characterizes as a "circle of influence") rather than a single decision-maker, so cultivation strategies must be diversified and "customized" and yet (somehow) coordinated effectively. If you don't think that's tricky, try doing it. As Livingston fully understands, no sales program or system such as his (or anyone else's) can ever replace a knowledgeable, likeable, principled, and energetic salesperson, nor was it intended to be. On the contrary, it should be viewed as an enabling device that saves a salesperson precious time and energy, improves identification and pre-qualification of prospective customers, and in other ways (to repeat) "frees up" her or him to focus on cultivation and solicitation initiatives. His book will help those in sales to gain a better understand of what to do...and how to do it. (Those who read between lines will also get some tips on what not to do...and how not to do it.) Livingston's book can also help CEOs and other C-level executives to gain a better understanding of why a customer-centric, indeed customer-driven culture must be established and then sustained. Those who share my high regard for this book are urged to check out Joseph Michelli's *The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience* Courtesy of The Ritz Carlton Hotel Company and two of Leonard Berry's books, *On Great Service: A Framework for Action* and *Discovering the Soul of Service: The Nine Drivers of Sustainable Business Success* as well as *Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force* co-authored by Ben McConnell and Jackie Huba.

0 of 1 people found the following review helpful. A "Service Guide" to work by

By David , Vancouver Canada
"How you do What you do" was a very enjoyable read. It over-flowed with knowledge, methods, systems and wisdom. Almost every page offered a lesson to be learned, The real examples of a successful company re: structuring processes were of particular interest, proving and supporting the effectiveness of the concept. Although at first I was a little apprehensive with regards to whether the book would pertain to an independent "one man show" realtor, I soon realized that "How you do What you do" is for everyone. During these past years I pride myself on following many of the rules and methods that are outlined in the book. However, it also reminded me of what I was not doing and it gave me inspiration on how to improve. The fact is that I got it! The service industry is very complicated and difficult to read, and it is not an easy task to follow certain approaches to it. In saying this, I do appreciate the fact that by following the steps of "How you do What you do" will certainly help anyone achieve success. Being competitive, a perfectionist, and an organizer, after reading this book I felt that I had the knowledge and power to assist any company with regards to increasing their earnings, in helping them by "How I Serve ". I will use "How you do What you do" in the future as my manual and for guidance.

1 of 1 people found the following review helpful. One of a kind!!

By Alexandros
One could easily say that Bob's most enduring talent is to naturally motivate and encourage those around him. For those of us who have seen him speak, we have had the luxury of seeing the stories in this book come to life in the most inspiring and thought provoking manner. You will want to photocopy sections of this book for your staff, bosses and clients alike. You will find yourself coming back to it over and over again. HYDWYD will be your valued asset in engaging those around you in service minded behavior. After

all it is about the "how" you do "what" you do...Bob is clearly the real life depiction of "how you do, what you do!" I can easily endorse Bob and his book without reservation.

In three years Livingston helped the 17,000- employee strong Crossmark increase its sales revenues by 30 percent and add an additional 2,400 workers Livingston will promote the book on his busy speaking tour, which includes keynote addresses at several large consumer products information conferences Includes numerous on-the-street examples and case studies throughout the book

From the Back CoverExecutive Praise for How You Do...What You Do
"How You Do. . .What You Do is a great read with immediate application! Bob's extensive experience validates how service wins in today's marketplace."
-Duncan Mac Naughton, Executive Vice President, SUPERVALU
"How You Do. . .What You Do showcases the full range of skills, strategies, and commitments that are required to become a top performing service organization. It is an inspirational book."
-John J. Lewis, President CEO North America , The Nielsen Company
"I have experienced first hand the insights and reflections Bob has captured in How You Do. . .What You Do. If you will allow just a measure of Bob's passion and knowledge to impact your life you will be on your way to providing service clients truly appreciate."
-John Thompson COO, CROSSMARK
"How You Do. . .What You Do's messages are grounded in the reality of business. Anybody who wants to understand the competitive advantages that come from a service mentality must read this book."
-Art Drogue, Senior Vice President Customer Development, Unilever USA
"Bob Livingston provides a simple method for implementing world class service that will grow any business. Read this book and you will return your investment a thousand fold."
-Steve Schmidt, CEO, Office Depot Business Solutions
About the AuthorBob Livingston is CEO of REL Communications, a consulting group specializing in company, team, and personal transformations. In writing this book, Bob has drawn upon his personal experiences, insightful observations, and esteemed career as a senior sales executive with Unilever and a respected consultant to the consumer products industry.