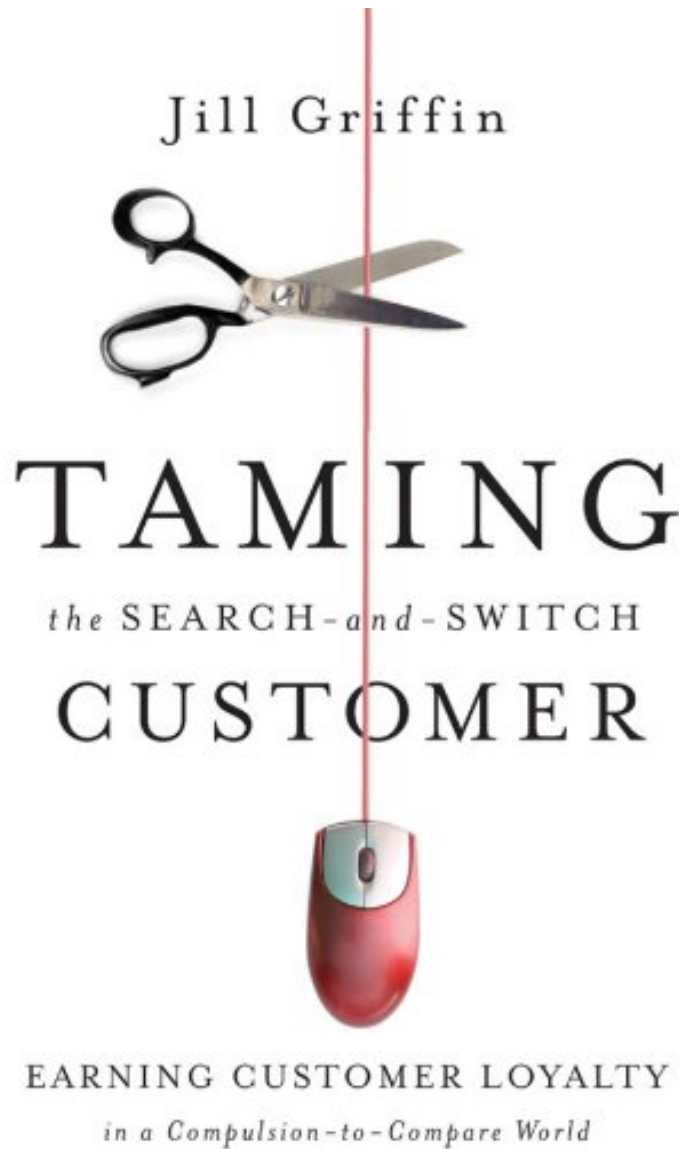


(Download free ebook) Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World

# Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World

Jill Griffin

ePub | \*DOC | audiobook | ebooks | Download PDF



 Download

 Read Online

#2458672 in eBooks 2009-03-25 2009-03-25 File Name: B00245A4I2 | File size: 70.Mb

**Jill Griffin : Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World:

0 of 0 people found the following review helpful. Must-read books for salespeople at all levels By Trong Tang I just finished reading two books of Jill Griffin, Customer Loyalty and Taming. Those excellent books gave me the whole

picture of the seven key stages of growing a loyal customer, how to be and stay different in the age of "Search-and-Switch". It's must-read books for salespeople at all levels. Besides, I have my own formula and recommendation after reading invaluable books (in order) from following famous authors to any salesperson who wants to be a sales expert in his/her field: Unlimited Sales Success (from Brian Tracy) + 80/20 Sales and Marketing (Perry Marshall) + Customer Loyalty (Jill Griffin) and Taming (Jill Griffin) Please advise me any recent valuable book about sales consultant/ sales management I should read about sales field. Thanks Jackie

3 of 3 people found the following review helpful. Chock full of practical recommendations for earning customer loyalty By Monica David A must-have for anyone concerned about preventing customer defections in an environment where information about the competition is one click away. I have worked with Jill Griffin in the past and know her to be absolutely passionate about helping companies build and retain customer loyalty by delivering value that ultimately creates value for the company. She is ahead of the wave in recognizing that the rules of the game have changed significantly and that we need to do things differently. Having clearly spelled out the challenges, she then provides us a road map filled with practical examples of how to earn the customer's loyalty. It would be surprising if you did not walk away with a to-do list that you can start today!

0 of 0 people found the following review helpful. excellent By VSG Book was received and is in excellent condition. Arrived before due date and great wto work with.

Praise for Taming the Search-and-Switch Customer "What an excellent wake-up call! Your company's most valuable asset—your loyal customers—have more tools than ever to compare you to competitors and switch. Griffin does an excellent job identifying the risks to customer loyalty in an environment of immediate and abundant information, and defines a path to earn loyalty through delivery of enhanced value in the eyes of your customers. A truly important premise to building and maintaining a successful business." —Gerald Evans, president, Hanes Brands Supply Chain and Asia Business Development "In this dynamic treatise on customer retention, Jill Griffin, The Loyalty Maker, provides updated solutions to meet today's challenge of changing consumer shopping habits. A must-read for all retailers and wholesalers." —Britt Jenkins, chairman of the board, Tandy Brand Accessories, Inc. "Mandatory reading for anyone who manages customer loyalty. A truly thought-provoking read!" —Timothy Keiningham, global chief strategy officer, executive vice president, IPSOS Loyalty "Every company is in the service business now, whether they realize it or not. Jill's book is a great start on how to make your service experiences better than they are today." —Robert Stephen, founder, The Geek Squad "In today's Googlized marketplace, Taming the Search-and-Switch Customer is a must-read." —Ken DeAngelis, general partner, Austin Ventures "Griffin is pure loyalty genius!" —Kelly Cook, vice president, Customer Engagement/CRM, Waste Management

From the Inside Flap Taming the Search-and-Switch Customer Customer loyalty strategies have turned a whole new page. Have you? Today's customers typically begin their selection process by using Internet search engines, which provide an endless array of choices, as well as the ability to compare everything—price, delivery, product specifications—at the click of a mouse. Businesses unprepared to address this new breed of buyer are losing market share by the minute. In Taming the Search-and-Switch Customer, customer loyalty expert Jill Griffin addresses this storm of change head-on. She examines the relentless, new selling landscape and offers practical advice for winning customer loyalty. By taking a close look at why customers are compelled to search for new options and then switch to them, Griffin explains the new rules for building strong brand perception, how to build trust, and perhaps most importantly, how to be (and stay) different in the eyes of your customer. With the customer's Worth-It Test, companies can figure out how their prospects and buyers perceive them and whether they are, in fact, considered more "worth it" than their competitors. With Griffin's "10-Day Starter Plan," companies will be able to quickly get started putting into practice the hundreds of guidelines and examples outlined in the book. In today's compulsion-to-compare world, does your brand measure up? In side-by-side comparisons with dozens—or even hundreds—of competitors, will your brand prevail? Taming the Search-and-Switch Customer helps ensure that it will.

About the Author Jill Griffin, known to her clients as "The Loyalty Maker," is an award-winning author, consultant, and speaker. Since 1988 she has led Austin-based Griffin Group, helping B2B and B2C firms, large and small, build fiercely loyal customers. She is the author of Customer Loyalty, which was named to Harvard Business School's "Working Knowledge" list and has been translated into six languages, as well as a co-authored book, Customer Winback. An in-demand speaker, Jill keynotes conferences worldwide. Reach Jill at [www.loyaltysolutions.com](http://www.loyaltysolutions.com).