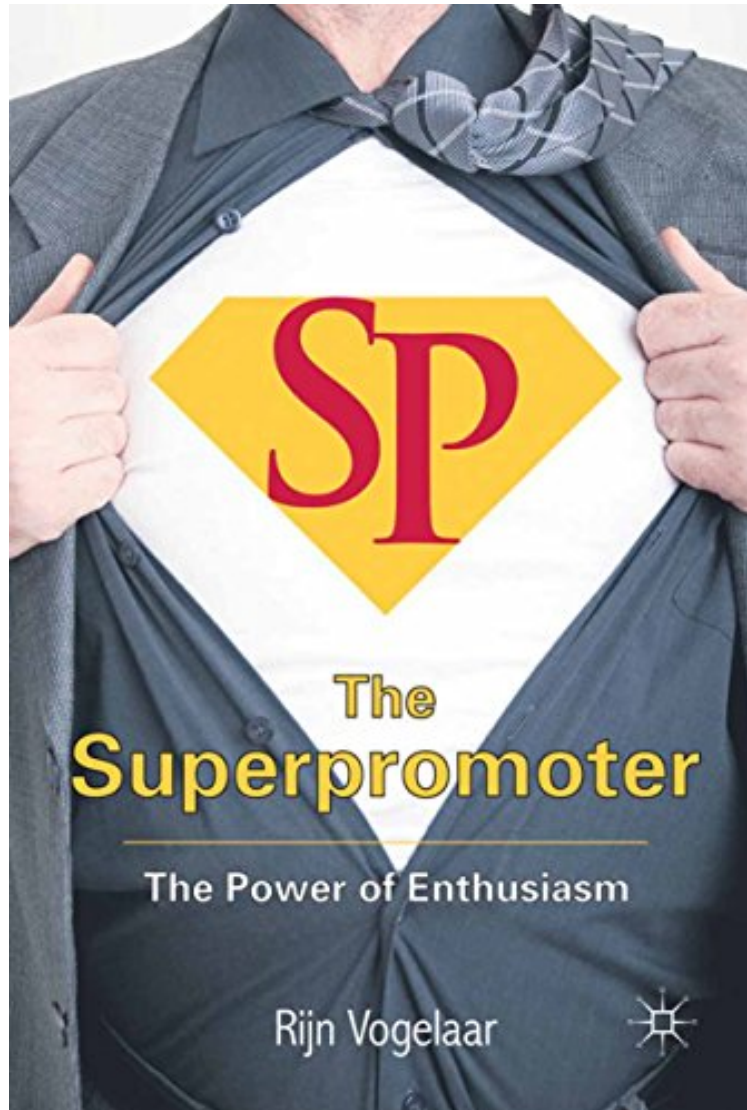


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The Superpromoter: The Power of Enthusiasm

R. Vogelaar

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R. Vogelaar : The Superpromoter: The Power of Enthusiasm before purchasing it in order to gage whether or not it would be worth my time, and all praised The Superpromoter: The Power of Enthusiasm:

0 of 0 people found the following review helpful. Hype over SubstanceBy CA DreamerI found this book to be more hype than substance. It looked like a motivational speech on paper. Enthusiasm can only go so far. Then you have to have systems, processes and analysis to build and sustain performance.0 of 0 people found the following review helpful. A complete breath of fresh airBy Nils SchmelingWhen i first read this book i was struck by the energy you can feel if you're reading 'between the lines'. I now use the idea of Superpromoters in my practice every day. It's the simplicity of the idea that makes it really work. In every workshop it's part of a positive approach energizing all

participants, despite the size of an organization. Again and again and again. And you know what? Looking from this different but enthusiastic angle, participants surprise me everytime finding new ideas to grow their business through 'good profit', which they didn't see before. It broadens everyone's daily focus from only complaints and everything that's going wrong, up to delivering excellence and making customers go WOW. I found out there are two kinds of marketers and executives: Those who know how marketing and business works and those with an open mind, constantly seek for new ways of improving their performance. The latter are Rijn's target audience. They feel they make a huge step starting with Superpromoter, realizing in the end that it's actually a small step with great results. And everybody's happy, employees love it. I discovered no other approach attracting participants so easily, by the power of enthusiasm. No wonder that large corporations like Philips already embrace Superpromoter in being ahead of their competitors in their quest to reach more customer loyalty and results... I recommend all my business relations to read this book! Call on me if you want to find out how. It's simple - It's true - It works!

0 of 0 people found the following review helpful. The real loyalty effect

By Arne

When reading the book I got caught by the simpleness of the explanation. It makes sense that your superpromoters are the ones to drive brand preference. Rijn helps us in the book with steps to identify your superpromoters. Everyone can do it. And what's more, everyone has superpromoters. The book now is a must read for our customer experience leaders at Royal Philips Electronics. In fact, we have applied the theory in practise. With great results. Thank you Rijn for starting the revolution. Thank you Rijn for showing that the Zappos culture of happiness is not only a golden sample. Thank you Rijn for inspiring a large multi billion dollar company!

With their word-of-mouth advocacy of products or brands, superpromoters influence us and how we buy with the power of enthusiasm. Business managers should not just focus on complaining customers but they should value their enthusiastic friends: the superpromoters. By cultivating the superpromoter they can more effectively promote their brand.

'The Superpromoter is game-changing! I know it's made me re-think my strategy!' - Suhail Khan, Vice President Philips International, Head of Customer Experience and Market Driven Innovation

'On the surface, the concept and actions of a superpromoter seem obvious' and that's the danger. Vogelaar reminds us we're not hardwired to look for those who are enthusiastic; it's those that criticize that cloud our attention. Therefore, anyone trying to promote anything needs a powerful antidote to counter this fundamental human condition. Vogelaar's book provides it.' - Verne Harnish, Author of Mastering the Rockefeller Habits and CEO of Gazelles

"The superpromoter theory proves to be an effective and efficient tool to better understand the strengths and weaknesses of our brands amongst our most loyal fans. The theory has been fully embraced by our marketers because of the easiness of implementation and the vibe of energy it provides when talking to our most loyal fans. This theory is a way forward for research and for us!' - Hans Bouml;hm, Marketing Director, Heineken, Netherlands

'The Superpromoter makes a first class addition to the debate on why people do what they do and how marketers and researchers can understand it. Smart, thorough and above all enthusiastic in the way it lays out the case for that ancient sources of human influence - enthusiasmos! Go tell you friends.' - Mark Earls Author of Herd

About the Author

RIJN VOGELAAR is CEO of Blauw Research. His academic background includes degrees in social psychology and psychological methodology from Amsterdam (University of Amsterdam) and Leeds. He has published in the Journal of Social Psychology and he has over 15 years of experience in market research and customer relations.