



Why Customers Come Back: How to Create Lasting Customer Loyalty

Manzie R. Lawfer

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Loyal customers are the most important asset of any company-more important than land, patents, equipment, or buildings. While finding new customers is often expensive, time-consuming, and ultimately unprofitable, retaining old customers is surprisingly easy and highly profitable. This book is not about slogans, banners, or promotions. It is about discovering and utilizing specific activities that will make your customers buy again and again...and tell the world why everyone else should buy from you too! Learning how to retain customers is important and profitable. Even a seemingly negligible increase in repeat business-just five percent-produces a whopping 60 percent increase in profits. The practical advice in Why Customers Come Back is based on the real buying habits of real customers. The five principles to follow are not brain surgery. Business people, entrepreneurs, corporate leaders, and front-line employees can understand, embrace, and implement them...right now.

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