



# People Love You: The Real Secret to Delivering Legendary Customer Experiences

*Jeb Blount*

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What you experience is what you remember. The more emotional the experience, the deeper it is branded into your memory. *Experience* has a massive impact on buying decisions. Every touch point, every time you or someone in your company engages a customer, it creates an experience - something they remember. When they have a negative experience, they tend to vote with their feet (and their wallets) and head straight to your competitors. When customers have positive emotional experiences, it anchors them to your brand, your product or service, and ultimately to *you*.

In the twenty-first century, competitive advantages derived from unique products or services are short-lived because competitors are able to quickly and easily duplicate or match your offering. Likewise a focus on customer satisfaction and loyalty will no longer give you the competitive edge. Delivering a legendary customer experience has emerged as the single most important competitive advantage for companies across all industries. In *People Love You* you'll learn the real secrets of customer experience including:

- 7 Essential Principles of Customer Engagement
- 5 Levers for Creating a Legendary Customer Experience
- The Secret to Bridging the Experience Gap
- How to Leverage the Pull Strategy to become a Trusted Advisor
- 2 Most Important Rules for Dealing with Pissed-off Customers

In a hypercompetitive, global marketplace protecting your company's customer base, the lifeblood of your business, must become your number one priority. The rubber hits the road with account managers, project managers, sales professionals, and customer service professionals—the people most connected to customers—who are on the frontlines of customer experience. They build unique and enduring emotional connections with customers that create long-term revenue and profit streams. In *People Love You*, human relationship guru, Jeb Blount, gives you a powerful playbook for interacting with customers in a way that creates deep, enduring, visceral connections that withstand relentless economic and competitive assaults.

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