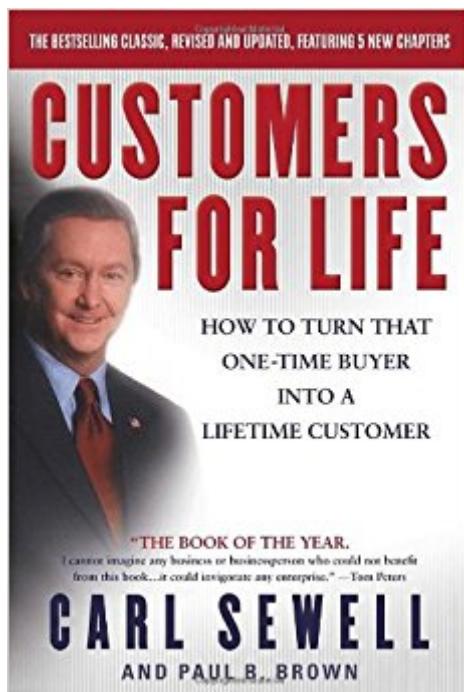


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# Customers For Life: How To Turn That One-Time Buyer Into A Lifetime Customer



## Synopsis

In this completely revised and updated edition of the customer service classic (more than 600,000 copies sold), Carl Sewell enhances his time-tested advice with fresh ideas and new examples and explains how the groundbreaking "Ten Commandments of Customer Service" apply to today's world. Drawing on his incredible success in transforming his Dallas Cadillac dealership into the second largest in America, Carl Sewell revealed the secret of getting customers to return again and again in the original *Customers for Life*. A lively, down-to-earth narrative, it set the standard for customer service excellence and became a perennial bestseller. Building on that solid foundation, this expanded edition features five completely new chapters, as well as significant additions to the original material, based on the lessons Sewell has learned over the last ten years. Sewell focuses on the expectations and demands of contemporary consumers and employees, showing that businesses can remain committed to quality service in the fast-paced new millennium by sticking to his time-proven approach: Figure out what customers want and make sure they get it. His "Ten Commandants" provide the essential guidelines, including:

- Underpromise, overdeliver: Never disappoint your customers by charging them more than they planned. Always beat your estimate or throw in an extra service free of charge.
- No complaints? Something's wrong: If you never ask your customers what else they want, how are you going to give it to them?
- Measure everything: Telling your employees to do their best won't work if you don't know how they can improve.
- Borrow, borrow, borrow: Sewell, for example, learned about hospitality from Japanese culture, cleanliness from Disney, and politeness from his mother.

## Book Information

Paperback: 240 pages

Publisher: Crown Business; Revised edition (November 19, 2002)

Language: English

ISBN-10: 0385504454

ISBN-13: 978-0385504454

Product Dimensions: 5.5 x 0.5 x 8.2 inches

Shipping Weight: 5.6 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 129 customer reviews

Best Sellers Rank: #44,498 in Books (See Top 100 in Books) #52 in Books > Business & Money > Marketing & Sales > Customer Service #167 in Books > Business & Money >

## Customer Reviews

Stanley Marcus If you don't learn from this book, it's your fault. -- Review --This text refers to an out of print or unavailable edition of this title.

The art of developing the long-term customer relationships that are the lifeblood of every successful enterprise."Sewell's fundamentals are to an entrepreneur what the three R's are to a teacher...required reading."--Harvey Mackay, author of *Swim With The Sharks* --This text refers to an out of print or unavailable edition of this title.

I first read this book around 1995 and just recently re-read the book (2017). This is a MUST-READ book for anyone that is involved in acquiring and keeping customers or clients. There is a lot of plain-old common sense advice that cuts across all sorts of businesses -- especially those that involve providing a service. It's possible to finish reading the book in about 2 hours -- you won't be able to put it down.

Fantastic book! Carl Sewell is a pioneer and game changer in the auto industry.I moved to Dallas a year ago and what I hear, even from the credible skeptics is how Sewell exemplifies ultimate customer satisfaction!In conclusion, there are many brilliant books about customer service but this one speaks with authentic authority, the sincerity and true love of humanity is palpable.

I am a Sewell customer for life. His book is a great "bible" of how to make customers for life in any business. Great job of sharing !

This is an easy read full of dozens of good ideas about how to build customer loyalty and satisfaction. His main themes revolve around crating ways to enhance the customer experience by removing hassles and demonstrating that you have the customer's best interests at heart. Mr. Sewell is a car dealer but most if his ideas are generally applicable.Good ideas come in tight, short chapters (often only a page or two in length) so there are lots I good "bites," but occasionally I would have liked more details. Overall 3.5 stars; worth reading at used book prices, but the New hardback price is a bit steep.

The information in this book is good and it is a quick read. There are things that I think it goes into too much detail though. For example, while I know that employees are very important to having customers for life I think this book would be better if it went into less detail about that. I don't care to read the interview process they use or how they evaluate employees. I would have liked to see more information on the actual process that they use to minimize mistakes and ensure customer satisfaction. They encouraged to study systems used in manufacturers and apply that to the customer service side of business. I would have been interested in reading more about what systems they use and how they apply them in their business.

\* Great quick read...and don't skip the foreward by Tom Peters or the afterward by Stanley Marcus. These veterans really add some kick to Carl's message. Made me want to go to Dallas to buy my next car.\* Format made it easy to digest before/after work or in between meetings. 40 very short chapters, each touching on a different topic related to winning customers for life\* Useful to-do's. I will now be thinking about the lifetime spend of my customers, not any one single purchase. I will charge them the way I would charge a friend...after all, you shouldn't charge a 'customer for life' anything you wouldn't feel comfortable charging a friend.\* Inspired me to want to go even further on my client's behalf.\* Reinforced a lot of things I already believed, but enjoyed reading...regarding marketing, service, empowerment of people, compensation, survey feedback, and building great processes. Enjoy!

good information for good customer service

Even thought it's a bit dated, the foundations of this book are still great. I read it upon a recommendation from a friend...and then immediately purchased copies for my entire leadership team. We've already implemented a good number of the approaches Sewell lays out in the book -- we are big fans!

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