

Tough Customers

Christian G. Meyer



Tough Customers:

Negotiating with Tough Customers Steve Reilly, 2016-06-22 A guide to holding your ground with hardball negotiators from a talented advisor with a rare ability for connecting people with ideas Patrick Lencioni bestselling author of *The Five Dysfunctions of a Team* Negotiation is the middle ground between capitulation and stonewalling a back and forth between two parties trying to reach agreement If a price or other term is non negotiable there is no give and take just take it or leave it You may think you are negotiating but if the other side isn't playing you aren't either Regardless of the industry situation or product the two most common mistakes negotiators make are 1 they give ground too easily and 2 they get nothing in return When dealing with tough customers it is even more important to be able to defend your position and bargain for reciprocal concessions *Negotiating with Tough Customers* provides proven methods for holding your ground against seemingly more powerful negotiators But it goes further making sure that when you do give ground you get equal or better value in return Using a cooperative collaborative approach in a hardball negotiation just doesn't work Tough negotiators will play win win but only if they have nothing to lose *Negotiating With Tough Customers* will make you a better salesperson by making you a better negotiator and vice versa

How to Deal with Difficult Customers Dave Anderson, 2013-05-21 Praise for *How to Deal with Difficult Customers* The application of the ten key strategies in this book will help every sales professional learn how to deal with the truly difficult and how to avoid creating unnecessary difficulties It's written with the same wit humor and inspiration that have made Anderson's prior books so effective Margaret Callihan President Chairman and CEO SunTrust Bank Florida Anderson knocks another one out of the park with *How to Deal with Difficult Customers* The problem is real Anderson's solutions make sense and as always he makes you laugh in the process Mike Roscoe Editor in Chief Dealer Magazine I could not put this book down It's a salesperson's bible offering clear and concise how to advice If you're in the selling profession and want to sell more you should read this book twice Warren Lada Senior Vice President Saga Communications An individual executing the ideas within this book will change their own life and their organization No one has the gift like Anderson to articulate the importance character plays in maximizing potential Mike Tomberlin CEO The Tomberlin Group Throw out all your other sales manuals Anderson's new book will change the way you look at customers the way your salespeople look at themselves and quite frankly the way you look at the sales process Dan Janal President PRLeads.com What are you waiting for We all have difficult customers If you're tired of leaving money on the table because you can't handle them read this book If your good customers are turning into difficult customers read this book If you want to deliver results year in and year out read re read and apply the lessons of this book Randy Pennington author Results Rule

Managing Customer Experience and Relationships Don Peppers, Martha Rogers, 2022-04-26 Every business on the planet is trying to maximize the value created by its customers Learn how to do it step by step in this newly revised Fourth Edition of *Managing Customer Experience and Relationships A Strategic Framework* Written by Don Peppers and Martha

Rogers Ph D recognized for decades as two of the world s leading experts on customer experience issues the book combines theory case studies and strategic analyses to guide a company on its own quest to position its customers at the very center of its business model and to treat different customers differently This latest edition adds new material including How to manage the mass customization principles that drive digital interactions How to understand and manage data driven marketing analytics issues without having to do the math How to implement and monitor customer success management the new discipline that has arisen alongside software as a service businesses How to deal with the increasing threat to privacy autonomy and competition posed by the big tech companies like Facebook Amazon and Google Teaching slide decks to accompany the book author written test banks for all chapters a complete glossary for the field and full indexing Ideal not just for students but for managers executives and other business leaders Managing Customer Experience and Relationships should prove an indispensable resource for marketing sales or customer service professionals in both the B2C and B2B world

Managing Customer Relationships Don Peppers,Martha Rogers,2010-12-30 MANAGING CUSTOMER

RELATIONSHIPS A Strategic Framework Praise for the first edition Peppers and Rogers do a beautiful job of integrating actionable frameworks the thinking of other leaders in the field and best practices from leading edge companies Dr Hugh J Watson C Herman and Mary Virginia Terry Chair of Business Administration Terry College of Business University of Georgia Peppers and Rogers have been the vanguard for the developing field of customer relationship management and in this book they bring their wealth of experience and knowledge into academic focus This text successfully centers the development of the field and its theories and methodologies squarely within the broader context of enterprise competitive theory It is a must have for educators of customer relationship management and anyone who considers customer centric marketing the cornerstone of sound corporate strategy Dr Charlotte Mason Department Head Director and Professor Department of Marketing and Distribution Terry College of Business University of Georgia Don and Martha have done it again The useful concepts and rich case studies revealed in Managing Customer Relationships remove any excuse for those of us responsible for actually delivering one to one customer results This is the ultimate inside scoop Roy Barnes Formerly with Marriott now President Blue Space Consulting This is going to become the how to book on developing a customer driven enterprise The marketplace is so much in need of this road map Mike Henry Leader for Consumer Insights at Acxiom Praise for the second edition Every company has customers and that s why every company needs a reference guide like this Peppers and Rogers are uniquely qualified to provide us with the top textbook on the subject and the essential tool for the field they helped to create David Reibstein William Stewart Woodside Professor of Marketing The Wharton School University of Pennsylvania

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