



Win the Customer, Not the Argument

Don Gallegos

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Win the Customer, Not the Argument Don Gallegos

Don Gallegos is on a crusade to to wipe out poor customer services. Businesses do not understand that even though the customer is not always right, wrong customers spend money. This entertaining book shows why businesses should throw away the policy manners and give customers the benefit of the doubt. Don't punish 99% of your customers for the crimes of a small minority. This book shows how putting customer service first encourages tremendous loyalty (and larger profits) from your customer base. This is a must-have book for anyone who deals with customers every day.

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