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How to Say it: Creating Complete Customer Satisfaction: Winning Words, Phrases, and Strategies to Build Lasting Relationships in Sales a nd Service

Jack Griffin

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A guide to effectively communicating with customers to create lasting—and repeat—business relationships.

This book provides practical, results-oriented guidance for effective communication with customers through sample words, phrases, scripts, and strategies applied to real-world examples.

Unlike the vast majority of books that deal with customer communication, *How to Say It®: Creating Complete Customer Satisfaction* does not separate sales from customer service communications, but instead integrates them into a single book. Readers will learn how to:

- Speak the language of Yes by asking the right questions
- Get referrals through established customers
- Offer value through solutions, satisfaction, and trust
- Anticipate and preempt objections
- Own a problem by owning the solution

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