



# Great Customer Connections: Simple Psychological Techniques That Guarantee Exceptional Service

*Richard S. Gallagher*

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## Great Customer Connections: Simple Psychological Techniques That Guarantee Exceptional Service

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Good customer service might seem like a matter of attitude, but with a little knowledge of basic behavioral psychology, any service rep or team can dramatically improve service quality. Great Customer Connections presents a step-by-step program for turning each customer interaction into a peak experience. Adapting scientific research into easy-to-apply practices, the book lets service professionals:

- \* connect with customers and “speak the language” of each one’s unique personality
- \* use the “secret phrases” that make them feel great
- \* tell them anything without upsetting them
- \* stop saying “no” -- permanently
- \* defuse any crisis and take command of each interaction even with difficult or unclear customers

Combining known principles of behavioral psychology with field-proven techniques, Great Customer Connections is the key to revolutionizing the service quality that you, your team, and your entire company provide.

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