



Smile: Sell More with Amazing Customer Service. The Essential 60-Minute Crash Course

By Kirt Manecke

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**Poor Customer Service Costs U.S. Businesses an Estimated \$83 billion a year -
WHAT IS IT COSTING YOU?**

Give each of your staff a copy of *Smile* and they will pay it forward to your customers TODAY. With this essential 60-minute crash course you can train your staff quickly and easily in friendly customer service and sales to generate immediate results. Immediately increase your sales or donations, repeat business and positive buzz.

Winner 8 Awards!

Book of the Year Award Winner-Foreword Reviews

Featured in STORES magazine by the National Retail Federation

Create Profitable, Lifelong Customers in 60 Minutes or Less!

Does your customer service team hurt your business? Don't have time to train your staff? Are you losing money as a result? It's time to get that money back with excellent training anyone on your staff can learn in just 60 minutes.

Why this Book?

While there are many customer service and sales training books on the market, *Smile* has a unique advantage. It's a quick and easy read - a crash course. You can read it in 60 minutes or less. This means: 1) you and your staff will actually read it, and 2) you can start today.

"Perfect customer service training book - perfect!!! I read a LOT of business books - 100+ a year since 1989. **Out of all of the customer service books I have ever read this is absolutely the BEST to give to ALL of your employees** as a good, solid, fundamental book "handbook" on why customer service is so incredibly critical - and how to deliver it well.

-John Spence, Top 100 Business Thought Leader in America

Simple, Quick, No Wasted Words

Some people hate to read, but they will love reading *Smile*! In the spirit of *The One Minute Manager*, *Smile* is full of valuable, easily digestible, bite-sized content you can put to use at once. *Smile* gives you and your staff the techniques and words to sell more.

The Perfect Employee Training Handbook

Smile: Sell More with Amazing Customer Service is a unique, super fast, simple and powerful training program packed with actionable tips, systems, and strategies. Bestselling author Kirt Manecke's award-winning training handbook can transform your staff into superior customer service and sales professionals no matter what their skill level or experience. And here's the best part: *Smile* is so easy to implement, you can get started on the training right away!

Discover How To:

- Train your staff quickly and easily
- Improve customer interactions for an immediate boost in sales
- Build relationships and win repeat business for the long term
- Convert dissatisfied customers into business evangelists
- Ask for the sale or donation and actually get it
- Boost sales and service confidence, and much, much more!

Let Smile Be Your Trainer!

Can't afford expensive training or seminars? *Smile* is being used by businesses like Neiman Marcus, BancorpSouth, and many others. Join the business revolution that's improving both companies and lives. It's quick, affordable and instantly effective.

If you want sales and customer service training that's fast and easy to understand and won't take months to pay off, then you'll love Manecke's essential training method.

Buy the book to start smiling your way to business success today!

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Smile: Sell More with Amazing Customer Service. The Essential 60-Minute Crash Course By Kirt Manecke Bibliography

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- 116 pages

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Editorial Review

Review

- **WINNER FOREWORD REVIEWS BOOK OF THE YEAR AWARD**
- **WINNER TEACHERS' CHOICE AWARD**
- **WINNER MOM'S CHOICE GOLD AWARD**
- **WINNER INDIE EXCELLENCE BOOK AWARD**
- **WINNER INDIE READER DISCOVERY AWARD**
- **INTERNATIONAL BOOK AWARDS FINALIST**
- **INDIE BOOK AWARDS FINALIST**

"HIGHLY RECOMMENDED."

-Midwest Book Review

"Very nicely done. Lots of very practical advice and short enough that it is not intimidating to front line staff and supervision."

- John Goodman, Author, *Strategic Customer Service*

"How many times have shoppers been turned off, because they weren't turned on by the sales help? His small soft bound book is a quick read,outlining the basic principles of customer service and sales."

- *The Oakland Press*

"Move over Peter Glenn as you sit in Customer Service heaven, someone is channeling you."

- Paco Underhill, Author, *What Women Want: The Science of Female Shopping*

"A great book that you can take action with!"

- Will Roche, Former Senior Vice President Raymark

"Customer service is the heart of all business - get it right and experience success or settle on being mediocre. This book helps you get it right!"

- Robert Lameier, President and CEO, Miami Savings Bank

"An excellent crash course in customer service-read it to become a quick study at delighting those you serve."

-Katya Andresen, Author, *Robin Hood Marketing*

"We have started an "evidence" book full of positive customer feedback. **Since we read *Smile* as a team, our evidence book has exploded.**"

-Thad Szott, Thad Szott Auto Group

"*Smile* is very simple, very effective. Everyone who works in the store, including myself, is responsible for reading *Smile*. We want everyone to understand how important it is to do as the book recommends."

-Ken Snook, Owner, Colasanti's Market (100 employees)

"Though touted as a customer service tool, much of Manecke's advice is based on common sense...that makes SMILE appealing and relevant to a vast audience ranging from employees and employers, high school students to high level business people, from sales staff to teachers to anybody that has a job requiring human interaction."

-IndieReader, 5 star review

"Out of all of the customer service books I have ever read this is absolutely the BEST to give to ALL of your employees."

- John Spence, Top 100 Business Thought Leader in America

"Manecke's award-winning book delivers just the right dose of customer-friendly medicine to help your store get back into stellar service shape...Make your whole team of store support read it!"

-Retail Minded magazine

"If you deal with people, regardless of industry or setting, for profit or nonprofit, you need the skills in this book."

-Marilyn Suttle, Lori Jo Vest, Authors, Who's Your Gladys?

"Thanks for your great book! It has all the great secrets that shouldn't be secret at all."

-Steve Qua, Qua Buick Pontiac Inc., former chair HeadWaters Land Conservancy

"I've read Dale Carnegie, Zig Ziglar and others. You're right on target with your nice little book called *Smile*. It's loaded with good, good stuff. Just dynamite."

-Dr. Joseph Mastromatteo, DDS

"5 Stars"

- San Francisco Book Review

From the Author

I wrote *Smile: Sell More with Amazing Customer Service* because I saw a critical need for a quick, easy customer service and sales training program. Poor customer service costs U.S. businesses an estimated \$83 billion a year, according to Genesys. It's time to give employers an easy, fun, affordable and effective way to train staff that does not require a lot of time. *Smile* is the essential 60-minute crash course in customer service and sales that is the perfect employee training handbook. It really works!

Success Story: Just One of Many

A woman purchased *Smile: Sell More with Amazing Customer Service* for her husband who owns a restaurant in Greektown in downtown Detroit. She said her husband was planning on firing three of his waitresses because they were so awful at customer service and he was losing customers because of them. She and her husband read *Smile* and a couple of weeks later purchased three more copies. They gave *Smile* to each of the three waitresses. A few weeks later they told me that *Smile: Sell More with Amazing Customer Service* totally changed the waitresses' attitude and that now they did not have to fire any of them. They said one of the waitresses, after reading *Smile*, got a hug from a customer and the largest tip she had ever gotten at breakfast, \$20.00! The book really works.

Quick, Easy, Affordable Training

Clearly, many businesses and their staffs can benefit from customer service skills training and sales training without the hype or fluff. But many do not have the time or cannot afford expensive programs.

Smile is an affordable solution to a big problem. In the spirit of books like *The One Minute Manager* my customer service book can be read in 60 minutes or less. *Smile* is a crash course in customer service and sales. It's perfect for nonprofits too!

Smile Works!

Where did the idea for *Smile* come from? Early in my career, I opened an award-winning specialty business in Michigan. Critical to the store's success was a six-week training program I created. Employees gained confidence, shoppers became buyers and ambassadors, and the store saw record sales. This program eventually became *Smile*.

I wrote *Smile* to help businesses quickly and easily train staff to improve customer service and increase sales. I used these techniques myself when I owned a specialty business, so I know they work.

Let *Smile* be your trainer!

If you are looking for a quick and easy customer service training and sales training book, you've found it. *Smile* is the essential 60-minute crash course in customer service and sales that will dramatically increase your sales and delight your customers, starting today!

From the Back Cover

YOUR CUSTOMERS: ARE YOU DAZZLING THEM, OR FRAZZLING THEM?

WITH SMILE YOU HAVE WHAT IT TAKES TO ...

- Put more money into your wallet, starting today, with excellent customer service
- Train your staff quickly and easily in **friendly** customer and sales
- Transform you sales or donations from just so-so - to sizzling!

It's all within your reach. And it's a quick, **60-minute (or less)** read away. Packed with indispensable tips, proven techniques, and "must-do-now" strategies, *Smile* will help you generate immediate results.

DISCOVER HOW TO:

- Increase sales, repeat business and positive buzz about YOU, starting TODAY
- ASK for the sale or donation - and get it!
- Boost your sales and service confidence

Don't frazzle them, DAZZLE them.

Kirt Manecke is a sales, marketing, fundraising, and business development specialist with over 30 years of experience surprising and delighting customers. A salesman and publicist for a New York Times bestselling author and former owner of an award-winning specialty store, he lives in Milford, Michigan.

CREATE PROFITABLE, LIFELONG CUSTOMERS IN 60 MINUTES OR LESS!

Users Review

From reader reviews:

Maureen Daniels:

Within other case, little men and women like to read book Smile: Sell More with Amazing Customer

Service. The Essential 60-Minute Crash Course. You can choose the best book if you want reading a book. As long as we know about how is important a new book Smile: Sell More with Amazing Customer Service. The Essential 60-Minute Crash Course. You can add knowledge and of course you can around the world by just a book. Absolutely right, simply because from book you can understand everything! From your country until finally foreign or abroad you can be known. About simple thing until wonderful thing you can know that. In this era, we can easily open a book or perhaps searching by internet system. It is called e-book. You need to use it when you feel bored stiff to go to the library. Let's study.

Ruth Lynch:

This Smile: Sell More with Amazing Customer Service. The Essential 60-Minute Crash Course are generally reliable for you who want to become a successful person, why. The key reason why of this Smile: Sell More with Amazing Customer Service. The Essential 60-Minute Crash Course can be among the great books you must have is usually giving you more than just simple reading food but feed you with information that might be will shock your previous knowledge. This book is actually handy, you can bring it all over the place and whenever your conditions throughout the e-book and printed people. Beside that this Smile: Sell More with Amazing Customer Service. The Essential 60-Minute Crash Course forcing you to have an enormous of experience for example rich vocabulary, giving you trial of critical thinking that we realize it useful in your day activity. So , let's have it and revel in reading.

Stephen Stovall:

A lot of people always spent their free time to vacation as well as go to the outside with them loved ones or their friend. Were you aware? Many a lot of people spent these people free time just watching TV, as well as playing video games all day long. If you wish to try to find a new activity this is look different you can read a book. It is really fun for you personally. If you enjoy the book you read you can spent all day long to reading a guide. The book Smile: Sell More with Amazing Customer Service. The Essential 60-Minute Crash Course it is quite good to read. There are a lot of people who recommended this book. These were enjoying reading this book. In case you did not have enough space bringing this book you can buy often the e-book. You can m0ore quickly to read this book through your smart phone. The price is not to cover but this book has high quality.

Rosemary Lilly:

As we know that book is very important thing to add our understanding for everything. By a publication we can know everything we really wish for. A book is a list of written, printed, illustrated or perhaps blank sheet. Every year ended up being exactly added. This e-book Smile: Sell More with Amazing Customer Service. The Essential 60-Minute Crash Course was filled in relation to science. Spend your spare time to add your knowledge about your science competence. Some people has diverse feel when they reading a new book. If you know how big benefit from a book, you can really feel enjoy to read a reserve. In the modern era like at this point, many ways to get book that you wanted.

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