

Contents

- Prologue: My First Experience with Starbucks vii**

- 1. Life at the Selling Front: Thoughts and Reports 1**
 - The good old days3
 - Heading home7
 - Office work isn't easy either!9
 - Who on earth is Smith? 11
 - Roth again! 13
 - I'm leaving 15

- 2. The Non-Systematic Approach to Working with Customers 17**
 - Green frogs in a red bucket..... 19
 - Salesperson gone means customers gone22
 - Help! I am stagnating.....25
 - The end of the conditional33

- 3. A Systematic Approach to Working with Customers37**
 - Part A – The Preconditions39**
 - The secret: a systematic approach39
 - Who exactly is your customer?42
 - Do you provide the right customers with the right service? 45
 - Preparation: class A, class B, and class C customers 48

 - Part B – Lead Generation and Customer Acquisition53**
 - How systematically do others become aware of you?53
 - How systematically do others campaign for you?56
 - How systematically do you convert potentials into customers? 58
 - How systematically do you contact your customers by letter? 64

Part C – Servicing and Developing	68
How systematically do you categorize your customers?	68
How systematically do your class C customers generate profit?	71
How systematically do you service your class A customers?	74
How systematically do you develop your potential customers?	78
How systematically do you follow up?	81
How systematically do you continue to create value for your customers?	84
Part D – Customer Loyalty and Recommendation	88
How systematically do your customers recommend you to others?	88
How systematically do you offer extras to your customers?	91
How systematically do you deal with customer defection?	94
4. How to Create New Habits	97
How standard practices make your work and life easier	99
Why many people don't like standard practices	101
It's the what rather than the how: standardizing the right things	104
Have you rung in your manufacturing age?	110
How to deliberately engage your people	113
Moving from unconscious to conscious quality	118
At the cemetery of your intentions	121
Yet another small example	124
Epilogue: What Skiing and Your Business Have in Common	127
Appendices	131
About the Author	139
Index	141