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The Customer Rules 39 Essential

Rule #1: Customer Service Is Not a Department
Rule #3: Great Service Follows the Laws of Gravity
Rule #5: Ask Yourself "What Would Mom Do?"
Rule #19: Be a Copycat
Rule #25. Treat Every Customer like a Regular
Rule #39: Don't Try Too Hard

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The 39 titular rules are solid, but nothing new: "Ask yourself: 'What Would Mom Do?'; "Always Act Like a Professional"; "Become an Expert at Creating Experts"; "Make Yourself Available"; "Don't Just Make Promises, Make Guarantees"; and "Be Reliable."

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Cockerell presents the former Disney
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customer service. Cockerell provides 39
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serving customers with consistency,
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excellence. Lee Cockerell knows that success
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winning and keeping customers. In 39
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Former Executive Vice President of Operations
at Walt Disney World Resort, Lee Cockerell,

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shares his 39 Essential Rules for Delivering Sensational Service in his latest book The Customer Rules. And if you want more from Lee Cockerell check out his first book Creating The Magic: 10 Common Sense Leadership Strategies from a Life a Disney.

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