



How to Win Customers and Keep Them for Life

By Michael LeBoeuf

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The success of any business depends on knowing the answers to these important questions: Why do some people buy once...and never return? Why do some people become strong, steady customers? How do you turn an angry or complaining customer into a happy and satisfied one? What are the five best ways to keep customers coming back? From Michael LeBoeuf, the best selling author of *Working Smart* and the audio programs *Working Smarter*, *Imagineering*, and *The Perfect Business*, comes *How to Win Customers and Keep Them for Life*. With a hardhitting, action-ready rewards-and-incentives ideology, this is the ultimate program to building a successful business through customer satisfaction.

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