

Books in Action, PART 4 →

Improving Customer Service



I wrote and published *Smile: Sell More with Amazing Customer Service* to help businesses quickly and easily improve customer service and sales or donations. It's a 60-minute crash course.

People have responded very favorably. Here are just a couple of examples: A local car dealer purchased one book for each member of his staff. And a local store owner who sells my book in her gift shop told me that a restaurant owner first purchased one copy when his business was down because three waitresses were not getting along with customers; then purchased three more copies, and two weeks later reported that business was up because of *Smile's* effect on the waitresses. Just that morning, he said, a customer had hugged one of them and given her the biggest tip she had ever received—a \$20 tip for breakfast! He was elated.

Kirt Manecke, Solid Press, LLC, SmiletheBook.com