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Milford man's book focuses on customer service

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Milford resident Kirt Manecke recently published the book "Smile: Sell More with Amazing Customer Service," which discusses how businesses can increase their profitability.

Lousy customer service seems to be a constant in people's lives today. From clueless retail clerks and bare-bones online help, to endless hold times on the phone, good customer service seems elusive at best.

When a business delivers good customer service, it's like a ray of sunshine. According to one author, it's easy to stand out, and when you do, it translates to happier customers and higher profits.

Kirt Manecke, a Milford resident and author of Smile: Sell More with Amazing Customer Service, said "good customer service is a business's No. 1 secret weapon to beat the competition and boost their bottom line.

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Since most companies are lousy at it, it's easy to shine."

Smile, touted as "a 60-minute crash course," is designed to be read, cover-to-cover, in one hour or less, said Manecke.

"I wrote Smile as a way for businesses and nonprofits to have an easy, quick and affordable way to train staff or volunteers," he said

With sections like, "Never Ask 'Can I Help You?'," "Ask for the Sale — Then Shut Up" and "Turn Complainers into Advocates," the book, according to Manecke, delivers both the basics and a few surprises as well.

When studies show that 80 percent of businesses think they're providing good customer service, and only 8 percent of customers agree, that's a huge disconnect.

"The companies that recognize that and take action will thrive," said Manecke.

Smile: Sell More with Amazing Customer Service is available for \$15.99 at Main Street Art in downtown Milford, Casa De Amici (inside Colasanti's Market) in Highland, at online booksellers, at www.smilethebook.com or by calling (248) 685-0483.

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