



How to Win Customers and Keep Them for Life, Revised Edition

Michael LeBoeuf

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Michael LeBoeuf, one of the nation's foremost business consultants, presents a hard-hitting, action-ready rewards-and-incentives program for creating a winning sales team. This classic no-nonsense guide is completely revised and updated for today's computer-driven world. It contains everything you need to know about successful selling and--most important of all--how to win customers for life.

"I've always believed that it's a mistake to separate selling, managing and service from each other. **How to Win Customers and Keep Them for Life** is an easy-to-follow guide for putting them together with great results." --**Ed Flanagan**, President, Sales Marketing Executives--Greater New York

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