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A great sensible approach to customer service -- -- Jim Pattison President, Jim Pattison Group Easy to Understand the Message and one every organization needs to hear. -- -- Eamon Ryan President, Lexmark Canada Inc. Making your Raving Fans customers is a competitive advantage today. This book can start you in that direction. -- -- James F. Nordstrom co-chaired Board Nordstrom, Inc. Our strategic customer service plan is based on Raving Fans. This has helped to focus our energies on this critical area. Must read! -- -- Lynn Posluns President, Fairweather Your Customers are satisfied just because their expectations are so low and because no one is doing better. Just having satisfied customers isn't good enough anymore. If you really want a booming business, you have to create Raving Fans. This, in a nutshell, is the advice given to the new manager of the area on his first day - in an extraordinary new business book that will help everyone, in any organization or business, deliver amazing customer service and achieve wonderful results. Raving Fans is written in the parable style of The One Minute Manager and uses a brilliantly simple and charming story to teach how to define a vision, learn what the customer really wants, the Institute of Effective Systems, and make Raving Fan Service a permanent feature - not just another program of the month. America is in the midst of a service crisis that has left a trail of frustrated customers coast-to-coast. Raving Fans includes striking new tips and innovative techniques that can help anyone create a revolution in any workplace - and turn their customers into delusions, spending fans. Your customers are satisfied only because their expectations are so low and because no one is doing better. Just having satisfied customers isn't good enough anymore. If you really want a booming business, you have to create Raving Fans. This, in a nutshell, is the advice given to the new manager of the area on his first day - in an extraordinary business book that will help everyone, in any organization or business, deliver amazing customer service and achieve miraculous results. Written in the parable style of One Minute Manager, Raving Fans uses brilliantly simple and charming stories to teach how to define vision, learn what the customer really wants, institute effective systems, and make Raving Fan Service a permanent feature - not just another program of the month. America is in the midst of a service crisis that has left a trail of frustrated customers coast-to-coast. Raving Fans includes striking new tips and innovative techniques that can help anyone create a revolution in any workplace - and turn their customers into delusions, expenses Ken Blanchard, Ph.D., is one of the most influential leadership experts in the world. He is the co-author of 60 books, books, Raving Fans and Gung Ho! (with Sheldon Bowles). His pioneering work has been translated into more than 40 languages, with total sales of more than 21 million copies. In 2005, he was inducted into the Amazon Hall of Fame as one of the 25 best best-selling authors of all time. Recipient of numerous awards and leadership awards, he is a co-founder with his wife, Margie, Ken Blanchard Companies®, a leading international training and consulting firm. Sheldon Bowles lives in Winnipeg, Canada, and is President of Ode to Joy Limited, Chairman of Precision Metalcraft Inc. and a partner of Exchange Group. A well-known speaker, author and businessman, he serves on several boards of directors and is currently busy with new projects: a full-service car wash chain and three upcoming books, High Five!, Kingdomality and Road to Riches, all co-authored by Ken Blanchard. Narrated in the parable style of a one-minute manager, RAVING FANS uses brilliantly simple and charming stories to teach listeners how to define a vision, learn what a customer really wants, institute effective systems, and make Raving Fan Service a permanent feature - not just another program of the month. America is in the midst of a service crisis that has left a trail of frustrated customers coast-to-coast. RAVING FANS includes amazing tips and innovative techniques that can help anyone create a revolution in any workplace - and turn their customers into delusions by wasting fans. Told in the parable style of The One Minute Manager, RAVING FANS uses brilliantly simple and charming stories to teach listeners how to define a vision, learn what a customer really wants, institute effective systems, and make Raving Fan Service a permanent feature - not just another program of the month. America is in the midst of a service crisis that has left a trail of frustrated customers coast-to-coast. RAVING FANS includes amazing tips and innovative techniques that can help anyone create a revolution in any workplace - and turn their customers into delusions by wasting fans. Ken Blanchard is Chairman of the Board of Blanchard Training and Development, Inc. He is a co-author of The One Minute Manager and eleven other bestsellers. Sheldon Bowles, co-author of Gung Ho!, is president of Ode to Joy Limited and founding president of Domo Gasoline Corporation. The One-Minute Manager and Gung Ho! also available from Random House audiobooks. The story of the golfer and his godmother fairy-men, who guides him through meetings with outstanding service in various business settings, is an eloquent parable about customer service. Formula of three sides: First, decide on a vision-level service that perfectly reflects what you want to give customers. Second, open yourself the specific needs and expectations of your customers and weave them into your vision of how to serve them. Third Third your vision is step by step, being absolutely consistent before stepping service to the next level. Everyone is serious about the relationship with customers should hear this. T.W. © AudioFile 2004, Portland, Maine - Copyright © AudioFile, Portland, Maine Raving Fans written by Ken Blanchard and Sheldon Bowles, whose books have sold more than 12 million copies in twenty-five languages. Raving Fans is a parable story that teaches you how to define vision, find out what a customer really wants, and provide effective systems that turn customers into delusions (and expenses) fans. The book is 137 pages long, has no chapters, but has a fascinating story. Originally published in 1993 and sold for about \$10-15. Is this book is for you? This book is written for every type of business or organization, with the ultimate goal of delivering incredible customer service and achieving outstanding results in the bottom line. While the book provides great value for businesses of any size, there are real world apps raving fan model for all areas of life. I believe that this book can be easily applied to churches, marriages and even friendship with equal success. This is really one of those rare books that everyone should take the time to read. A revolutionary approach to customer service, as the book says, your customers are satisfied only because their expectations are so low and because no one does it better. The idea is that just having satisfied customers is no longer enough. If the business really wants to achieve outstanding success you have to create raving fans, at least that's the message Blanchard and Bowles want to stamp on our foreheads. Decide, discover and get... The book weaves tips, techniques and strategies to turn customers into raving fans into a parable about a new manager on their first day. The book focuses on the three main areas that decide, discover and deliver. The first paragraph of the book IS WHAT you want, which the book says to create a vision of perfection focused on the client. Second point : DISCOVER What The Customer Wants or find out what the customer wants in relation and harmony with your vision. The third point is to deliver a vision plus one percent, which says you have to deliver on your vision and then you need to go a little further. A modern parable about the success of customer service. In addition to the above strategies, there are several other very useful ideas such as consistency in service, understanding your true customers, and basic ideas on how to implement fan raving customer service in your business. In my opinion, the simplicity of the message is the most convincing aspect of the book. Create a vision, make sure he has his feet on the market, and realize with charisma as well rinse and repeat. It's This. but effective advice, but I believe it can radically change any business chances for long-term success. Raving Fans reaches for Stars Overall, while this book will forever set the standard for which I sing both my and other customer service. I often wonder if I have ever received customer service like this in real life. Some of the examples used are so perfect world in their scenarios I tend to think they may not have a real life example to support them. While I naively decided to believe that it is possible to deliver the kind of raving of fan service customers it also seems like a recipe for disaster if you take it too far. For example, you easily lower prices, increase your capabilities, and distribute free support services to improve customer satisfaction, but with obvious damage to long-term financial sustainability. As with all paradigm busting books, Raving Fans shoots for stars and hits bulls eyes. It is our job to capture this concept from the sky and figure out a real way to achieve results. Although easy to think of, it proves to be much more challenging in a day. About the authors (Ken Blanchard and Sheldon Bowles) Ken Blanchard is the co-author of The One Minute Manager and Twente three other books. Not only has his books sold more than 12 million copies, but he also runs a leadership training company that advises some of the leading corporations in America. Sheldon Bowles is a customer service legend who founded and managed several large and successful companies (vaguely I know). They both seem to be able to talk talk and walk and they have my attention. Raving Fans Inspiring! To sum it up. If you have a job, you should read this book. But I'm not going to stop there. If you are a volunteer, minister, husband/wife, friend you should probably adopt these same principles and apply to your life accordingly. Do yourself a favor and make a note to read this book in the next 30 days. Then start with a vision, come to terms with what others potentially need/want from you, and faithfully deliver 100%. Also, if you buy a book be sure to refuse to comment my way. I'd like to get your feedback! Useful resources: Resources: raving fans ken blanchard summary. raving fans ken blanchard audiobook. raving fans ken blanchard pdf. raving fans ken blanchard pdf free download. raving fans ken blanchard quotes. raving fans ken blanchard audio. raving fans by ken blanchard and sheldon bowles. ken blanchard raving fans youtube

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