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The Customer Rules 39 Essential

Rule #1: Customer Service Is Not a Department Rule #3: Great Service Follows the Laws of Gravity Rule #5: Ask Yourself "What Would Mom Do?" Rule #19: Be a Copycat Rule #25. Treat Every Customer like a Regular Rule #39: Don't Try Too Hard

The Customer Rules: The 39 Essential Rules for Delivering ...

The 39 titular rules are solid, but nothing new: "Ask yourself: "What Would Mom Do?"; "Always Act Like a Professional"; "Become an Expert at Creating Experts"; "Make Yourself Available"; "Don't Just Make Promises, Make Guarantees"; and "Be Reliable."

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The Customer Rules: The 39 Essential Rules for Delivering Sensational Service by Lee Cockerell presents the former Disney executive's thoughts on providing excellent customer service. Cockerell provides 39 separate short chapters that are easy to read and digest for those wanting to know more about superior customer service.

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Former Executive Vice President of Operations at Walt Disney World Resort, Lee Cockerell, shares his 39 Essential Rules for Delivering Sensational Service in his latest book The Customer Rules. And if you want more from Lee Cockerell check out his first book Creating The Magic: 10 Common Sense Leadership Strategies from a Life a Disney.

A Look at The Customer Rules by Lee Cockerell
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and enforcement."

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