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customer service doesn't have to be complicated. It's really just common courtesy, which is no longer quite so common. These 39 Rules will work for anyone, in any organization.

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President of Walt Disney World shares indispensable Rules for serving customers with consistency, efficiency, creativity, sincerity, and excellence. Lee Cockerell knows that success in business—any business—depends upon winning and keeping customers. In 39 digestible, bite-sized chapters, Lee shares everything he has learned in his

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40+ year career in the hospitality industry about creating an environment that keeps customers coming back for more.

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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

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about superior customer service.

**The Customer Rules: The 39
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The author of 'The Customer Rules,' Lee Cockerell, is a former executive vice president of operations for Disney World. He has also been associated with Hilton Hotels and Marriott. This delightful book

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distills Cockerell's experiences in an easy-to-digest format that anyone, in any enterprise, can benefit from. The 39 rules are each briefly presented.

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Treat Every Customer like a Regular
Rule #39: Don't Try Too Hard As simple

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as they are profound, these principles have been shown to work in companies as large as Disney and as small as a local coffee shop; from businesses selling cutting-edge technologies like computer tablets to those selling products as timeless as shoes and handbags; at ...

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1 likes. Like. "Great service does not cost any more money than average or poor service." — Lee Cockerell, *The Customer Rules: The 39 Essential Rules for Delivering Sensational Service*. 1 likes. Like. "The only way to get excellence is with training, education, and enforcement."

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The Customer Rules Quotes by Lee Cockerell

All with a focus on delivering exceptional customer service. Now Lee shares what he found it takes to deliver excellent customer service and create loyal customers in his latest book; The Customer Rules : The 39 Essential Rules

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for Delivering Sensational Service.

Through his signature blend of wisdom and humor, Lee shares his Rules for serving customers so they will never want to leave you in 39 bite-size chapters.

A Look at The Customer Rules by Lee Cockerell

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The former Executive Vice President of Walt Disney World shares indispensable Rules for serving customers with consistency, efficiency, creativity, sincerity, and excellence. Lee Cockerell knows that success in business--any business--depends upon winning and keeping customers. In 39 digestible, bite-sized chapters, Lee shares everything he

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has learned in his 40+ year career in the
hospitality ...

**The Customer Rules: The 39
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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?"

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Rule #19: Be a Copycat; Rule #25. Treat Every Customer Like a Regular; Rule #39: Don't Try Too Hard

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Rule #33 NEVER, EVER ARGUE WITH A CUSTOMER 152 Rule #34 NEVER SAY NO—EXCEPT “NO PROBLEM” 159 Rule

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#35 BE FLEXIBLE 164 Rule #36
APOLOGIZE LIKE YOU REALLY MEAN IT
168 Rule #37 SURPRISE THEM WITH
SOMETHING EXTRA 172 Rule #38 KEEP
DOING IT BETTER 176 Rule #39 DON'T
TRY TOO HARD 178 Acknowledgments
181 If You Want to Learn More . . . 182 ...

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The Customer Rules: The 39 Essential Rules for Delivering Sensational Service by Lee Cockerell As an HR professional, I don't often interact with the end-customers for our business. However, I learned early in my career that HR's internal customers (managers and staff)

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are to be treated as well as, if not better than, we actually treat our ...

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