



Treat Your Customers: Thirty Lessons On Service and Sales That I Learned at My Family's Dairy Queen Store

Bob Miglani

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A successful Fortune 500 corporate executive shares the secrets of great customer service that he learned from working at his family's Dairy Queen(R) store

Customer service is the cornerstone of every successful business, and in *Treat Your Customers*, corporate businessman Bob Miglani reveals winning strategies for sales and service using anecdotes and analogies from his experiences working at his family's Dairy Queen(R) store.

Miglani cuts to the essence of what makes great customer service by sharing clear, concise techniques and guidelines for coping with angry customers, minimizing stress, and making customer service providers feel great about doing their jobs. Both charming and educational, *Treat Your Customers* will appeal to any business owner, manager, or corporate employee who wants to enhance sales, motivate employees, and keep customers coming back.



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