

**ONE MINUTE MANAGER: RAVING FANS!
(THE ONE MINUTE MANAGER) BY
KENNETH H. BLANCHARD, SHELDON
BOWLES**



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KEN BLANCHARD
AND
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RAVING FANS!

A REVOLUTIONARY APPROACH
TO CUSTOMER SERVICE

WITH A NEW FOREWORD BY KEN BLANCHARD

THE
ONE
MINUTE
MANAGER

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Review

"A great commonsense approach to customer service" -- -- Jim Pattison President, The Jim Pattison Group

"An easily understood message and one every organization needs to hear." -- -- Eamon Ryan President, Lexmark Canada Inc.

"Making your customers Raving Fans is the competitive edge today. This book can jump-start you in that direction." -- -- James F. Nordstrom Co-chairman of the Board Nordstrom, Inc.

"Our strategic customer service plan is based on Raving Fans. It has helped focus our energy on this critical area. A must read!" -- -- Lynn Posluns President, Fairweather

From the Inside Flap

1 cassette / 90 minutes

Read by Rick Adamson, Kate Borger, and John Mollard

For those who wish to improve their business, here is a fresh and innovating look at customer service - the most important element in creating a successful business since the 90s, from the co-author of The One Minute Manager.

From the Back Cover

"Your customers are only satisfied because their expectations are so low and because no one else 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 a new Area Manager on his first day - in an extraordinary new business book that will help everyone, in every kind of organization or business, deliver stunning customer service and achieve miraculous bottom-line 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 a customer really wants, institute effective systems, and make Raving Fan Service a constant feature - not just another program of the month. America is in the midst of a service crisis that has left a wake of disillusioned customers from coast to coast. Raving Fans includes startling new tips and innovative techniques that can help anyone create a revolution in any workplace - and turn their customers into raving, spending fans.

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With a new foreword by Ken Blanchard A straightforward and snappy guide to successful customer service from the author of the bestselling *The One Minute Manager*. *Raving Fans*, in a nutshell, is the advice given to a new Area Manager on his first day - in an extraordinary business book that will help everyone, in every kind of organisation or business, deliver stunning customer service and achieve miraculous bottom-line 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 a customer really wants, institute effective systems, and make *Raving Fan Service* a constant feature - not just a passing fad. Business is in the midst of a service crisis that has left millions of disillusioned customers in its wake. *Raving Fans* includes startling new tips and innovative techniques that can help anyone create a revolution in any workplace - and turn their customers into raving, spending fans.

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Most helpful customer reviews

1 of 1 people found the following review helpful.

This Book Teaches Problem Solving

By Aasiyah Noor

I read some of the reviews here of the book and the ones from those who give it 3 stars or less and have something negative to say don't understand one thing - Ken Blanchard and Sheldon Bowles are writing in the perspective of ideas, not necessarily business and how to make money from it. Having a business where we are in service to others, it's essential that we learn and understand how to please our customers so they keep coming back. It's marketing - it's the way we showcase and present ourselves to the public. I read the book, and I am taking in each of the points both authors discuss to come up with my own ideas of how to make my own clients in my hypnotherapy and coaching practice, raving fans. Yes, some of the points seem to be far fetched - I have never seen valets who park your car for you in grocery stores, at least, not one here in LA yet. I think it would actually be a neat idea for grocery stores to have their employees assist customers to their cars if they have heavy groceries without the customer having to ask if they could get help to load the groceries in the car. Anyhow, the ideas are that if we want people to come to our business, to receive our products and services, we need to be able to give something to them that makes us unique. And from the viewpoint of this book that I've seen as I read it, I see that this book actually has a lot of value by giving us ample ideas on how to create more customers, and make them so happy that they want to keep coming back and keep on telling others about us as businesses. I know if I get excellent service from somewhere, I will always keep coming back there no matter how far it is located or if it's the same old boring stuff they serve. While this book may not appeal to everyone, I can see how great of a tool this book can be for anyone who owns their own business and wants customers left and right. This book is an asset for someone who wants to improve on their own services and think about extras that can help solve a customer's problem....after all, that's what this book is teaching us. How to solve the customer's/client's problems quick, and efficiently so that they continue to come back again and again.

1 of 1 people found the following review helpful.

I grew up in Asia and in my country you're ...

By DC

I grew up in Asia and in my country you're spoiled and expect servant attitude in every business you conduct with. This is the book that shows just that. It will change your outlook of what customer service is truly all about. I bought this for a co-worker who's been at my new work place for 16 years and I've only been there 2 months and got an increase 3x and is making more than he is. You see, attitude is everything and not even hard work is enough to pull you up there. This book is spot on.

0 of 0 people found the following review helpful.

Delivers...Plus One Percent!

By O. Halabieh

Below are key excerpts from the book, outlining the principles of developing "Raving Fans - The Ultimate in Customer Service":

- 1) "The first magic secret is Decide What You Want...When you decide what you want you must - create a vision of perfection centered on the customer."
- 2) "...Discover the customers' vision of what they really want and then alter your vision if need be."
- 3) "...There are really three (traps of customer listening)...I've already told you about the first one: customers saying one thing and meaning another. That leaves two: 'Fine' and silence...past experience has taught us people don't care - or they don't want to make a fuss - so why bother? Customers assume no one really wants to know what they think."
- 4) "The immediate (customer) vision may be narrow, but customers care about everything...It's just that most of them haven't thought through their whole relationship with you, only some specific areas. Because customers are often so focused on a specific priority, it's easy to match up what they want with what area of your vision. But first you have to discover what they really want."
- 5) "The third secret was, and really still is, Deliver the Vision Plus One Percent...The secret says two things. First, it tell you to deliver. Not sometimes, not most times. But all the time. No exceptions contemplated or allowed. Second, it talks about 'plus one percent.'"
- 6) "To start with, limit the number of areas where you want to make a difference. First, it allows you to be consistent. Second, you'll be much further ahead doing a bang-up job on one thing rather than introducing a whole string of customer service goals all at once. You'll never bring it off. It just can't be done that way."
- 7) "Regardless of what you promise, though, it's consistency that's important...The worst thing you can do is meet expectations one time, fall short another, and exceed every now and then. I guarantee you'll drive your customers nuts and into the hands of the competition first change they get."

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