

Voice-of-the-customer Marketing : A Revolutionary 5-step Process To Create Customers Who Care, Spend, And Stay: A Revolutionary 5-step Process To Crea - Ernan Roman

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From the father of Direct Marketing, the revolutionary five-step Customer Relationship Marketing process that has helped Microsoft, NBC, and IBM, increase sales by 75%"Ernan Roman's Wisdom of the Customer methodology has achieved unprecedented results for cutting-edge marketers! Read this before your competitors do."-Don Peppers and Martha Rogers, Ph.D., Peppers & Rogers Group Voice of the Customer presents a proven step-by-step process for engaging the customer and capturing their "voice" in every step of the sales and marketing process. Ernan Roman, the award-winning DM guru who created such concepts as IDM (Integrated Direct Marketing) and permission/opt-in marketing shows you the most effective ways to research customer needs and deliver sales/marketing messages that guarantee high returns. The book's case studies demonstrate the most effective uses of Voice of the Customer marketing in action, and the most frequent mistakes marketers make-trying to manage customers rather than continually engaging them; focusing on the needs of the seller, rather than the buyer; etc.-and how to avoid them. For business owners and marketers who seek the wisdom and guidance of their customers, this book delivers the wisdom and experience of true visionary. Author: Roman, Ernan Publisher: McGraw-Hill Illustration: N Language: ENG Title: Voice-of-the-Customer Marketing : A Revolutionary 5-Step Process to Create Customers Who Care, Spend, and Stay: A Revolutionary 5-Step Process to Crea Pages: 00272 (Encrypted EPUB) / 00272 (Encrypted PDF) On Sale: 2010-10-28 SKU-13/ISBN: 9780071740838 Category: Business & Economics : Marketing - General

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