

Hug Your Customers The Proven Way To Personalize Sales And Achieve Astounding Results

Selling the Hug Your Customers Way: The Proven Process for Becoming a Passionate and Successful Salesperson For Life
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Selling the Hug Your Customers Way: The Proven Process for Becoming a Passionate and Successful Salesperson For Life

In Hug Your Customers, Jack Mitchell showed business readers how to keep their customers happy--and their profits booming. In Hug Your People, he elaborates on his big secret: hiring, motivating, and keeping your biggest asset--great employees!

The New Rules of Lead Generation

Drawing on her first-hand experience at top companies as diverse as Lands' End and Microsoft, Jeanne Bliss explains why even great corporations can drift to delivering mediocrity to customers, and she offers a proven solution to break the cycle. Different divisions and departments in corporations can fail to communicate and act as a team—they create silos instead of a superior customer experience. Jeanne Bliss shows in stark detail how profits suffer when businesses focus on their organizational charts and not their customer relationships. This book provides leaders the tools and information they need to overcome organizational inertia and deliver a meaningful customer experience. The author includes diagnostics to determine if a company's core strengths, metrics, and systems improve or harm customer relationships. With all these tools, leaders can address the organizational challenges they face with an exhaustive review of the Chief Customer Officer role and an evaluation to determine the right solution for their culture and company.

Blinded by Science

Harry Beckwith is the author of *Selling the Invisible* and *The Invisible Touch*, both marketing classics. Now he applies his unparalleled clarity, insight, humor, and expertise to a new age of mass communication and mass confusion. *What Clients Love* will help you stand out from the crowd-and sell anything to anyone. From making a pitch to building a brand, from designing a logo to closing a sale, this is a field guide to take with you to the front lines of today's business battles. Filled with real tales of success and failure, it shows you how to: * Fly a Jefferson Airplane. Everyone knows there's a Jefferson Monument, but a Jefferson Airplane? A brilliant, attention-grabbing name often includes the unexpected and the absurd. * Strike with a Velvet Sledgehammer. It's not a hard sell. It's not exactly soft. Selling well means finding the fine line between modesty and bragging, and driving the message home. * Speak to the Frenchman on the Street. A French mathematician believed that no theory was complete until you could explain it to the first person you meet on the street. Marketers, *écoutez!* * Dress Julia Roberts. Why one scene from *Pretty Woman* can enlighten you more than a full year of study at a top business school. *What Clients Love* will help you get focused, stay focused, and follow the essential rules to success-by doing the little things right and the big things even better.

Abrace a sus clientes/ Hug Your Customers

"Has science really explained the world we live in? This book takes you through a journey of discovery. It offers up a very simple alternative explanation to our understanding of science. By the end of the book your eyes will be truly opened." -- Back cover.

I Hug

Annabel dreams of one day being a scientist, but teasing from other kids at school has hurt her confidence and left her feeling sad and alone. Join her as she learns how to use the Magical Tapping Technique to quickly release her sadness and regain her confidence. Through the book, you'll learn about the scientifically proven technique commonly known as "Tapping" and how you can use it for both yourself and your child to overcome stress, anxiety, negative emotions, and much more. Your child will love the fun descriptions and illustrations for each point, such as the Super Eagle Eye Point, Lion Cry Point, Dragon Fire Point, Wolf Point, and more. Your child will be having a blast as they howl, hug, thump on their chest, act like a monkey, and more . . . all while learning how they can use Tapping to help themselves in real life!

The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company

"You never listen to anything I say!" Yesterday, your child was a sweet, well-adjusted eight-year-old. Today, a moody, disrespectful twelve-year-old. What happened? And more important, how do you handle it? How you respond to these whirlwind changes will not only affect your child's behavior now but will determine how he or she turns out later. Julie A. Ross, executive director of Parenting Horizons, shows you exactly what's going on with your child and provides all the tools you need to correctly handle even the prickliest tween porcupine. Find out how other parents survived nightmarish tween behavior--and still raised great kids Break the "nagging cycle," give your kids responsibilities,

and get results Talk about sex, drugs, and alcohol so your kid will listen Discover the secret that will help your child to disregard peer pressure and make smart choices--for life "This excellent book lets parents peek into the underlying, confusing thoughts and perplexing decisions that young tweens are constantly facing." --Ralph I. López, M.D., Clinical Professor of Pediatrics, Cornell University, and author of The Teen Health Book

Talk Triggers

Riordan Darcy has spent the last fourteen years building a name for himself as a notorious assassin. He travels the world taking the lives of some of the worst humanity has to offer, leaving his signature on every victim. Riordan becomes unhappy and withdrawn from the world after a job goes horribly wrong and he makes the decision to get out of the life he was forced into, so long ago. When his meddling, older sister gives him a birthday gift that's impossible to refuse, his plans to leave his life of crime take a backseat when he's forced to protect the life of a veritable stranger. When professional hugger and TLC provider, Teddy Harris, is offered a month-long companionship contract, he's hard pressed to turn it down. Cuddler by day and a video game reviewer by night, Teddy's need to make people feel loved and cared for is what drives him. When he meets Riordan Darcy, professional challenge and personal temptation collide, making it nearly impossible for him to endure a whole month with the gorgeous, enigmatic man without falling head over heels in love. When a mole is discovered within Riordan's organization, relationships are compromised, and people's lives are in danger. Time isn't on their side, and they discover answers can't always be found by hugging it out when someone is hell-bent on eliminating each and every one of them. Can Riordan and Teddy survive long enough to fall in love, or will they die trying?

Wedding Storyteller, Volume 1

Don't Just Feel Good—Do Good & Feel Great Readers of The Happiness Project, The Power of Moments and I Hear You won't want to miss Hug Therapy. The science behind hugging. Dr. Stone's prescription is for a 21-second hug today and every day. One of the many benefits of hugging is that longer hugs have proven physiological benefits. Hugs are good for your immune system, your stress response, your sleep patterns, and so much more. Hug Therapy brings to life the meaning of hugging. In this book, you will discover: What it means to really, truly give yourself and others the profound gift of a hug How to be powerfully in action and more aware of what matters to you most That you may choose to begin hugging some strangers with their blessing of course And perhaps most importantly, that together, one literal or metaphorical hug at a time, we make the world a better, healthier, and more connected place. Embrace life. Hug Therapy shares a full-on, unconditional hug from Dr. Stone Kraushaar. In this book, he invites you to wrap your arms around yourself, your life, and everyone around you in a whole new way. A good embrace—a hug—squeezes every ounce of fear, worry, and negativity out of your spirit, leaving you with nothing but warmth, inner peace, and a feeling of connection. Give a hug, get a hug. Most people have difficulty remembering the last time someone gave them an all-encompassing hug. Hug Therapy encourages you to change that, one physical or metaphorical embrace at a time. It's a "do good and feel great" book that will help you live more in the moment and stay tuned into what really matters. Expert advice from a world-class hugger.

Dr. Stone Kraushaar is a clinical psychologist known as The Hug Doctor™. Also the founder of Hug Therapy™, he warmly invites you to jump into the 21-Day Hugging Journey™ and transform your life.

Delivering Knock Your Socks Off Service

The Closer's Survival Guide is perfect for sales people, negotiators, deal makers and mediators but also critically important for dreamers, investors, inventors, buyers, brokers, entrepreneurs, bankers, CEO's, politicians and anyone who wants to close others on the way they think and get what they want in life. Show me any highly successful person, and I will show you someone who has big dreams and who knows how to close! The end game is the close.

Youtility

"There are three things I'll always do . . . love you, hug you, read to you!" The simple promise of togetherness offered in this board book is enhanced by interactive prompts throughout, encouraging parents to engage with their child while reading. Studies show that asking questions, like the ones in this book, helps children learn to read faster than if they just listen to a story. Love and literacy are gifts we can give to our children every day! Also available as a bilingual (Spanish and English) edition entitled Te Amo, te Abrazo, leo contigo!

Family Shift

The Hug Therapy Book

Indisputable evidence has revealed the greatest threat to America's economy. Is it off-shoring labor? Unethical corporate practices? A turbulent market that forces downsizing? No. A Gallup Organization survey of more than one million Americans show that nearly 75 percent of all workers are disengaged. Employee disengagement is a widespread malady in American organizations, causing the loss of billions of dollars, hours of dissatisfaction, and work lives lacking true value. In his book, Fired Up or Burned Out, Michael Stallard shares the three key actions necessary to transform even a lethargic, disconnected organization or office into an impassioned, innovative, and thriving workplace.

Eat People

Learn how to apply the proven principles of Hug Your Customers to refine your selling technique, boost your sales, and keep your customers coming back for more. In his groundbreaking books, Hug Your Customers—a Wall Street Journal bestseller—and Hug Your People, Jack Mitchell brought a warm human touch to the often-cold, bottom-line world of business. As the CEO of Mitchell's clothing stores, one of the

most successful small businesses in the country, he noticed that customer service and satisfaction get a lot of lip service—but not enough hugs. When you focus on the emotional connection as well as the intellectual aspect of a sale, you form strong lasting relationships that keep your customers returning, sales rising, and business booming. You don't have to hug your customers literally, of course. Mitchell's personal approach to customer service involves a simple 5-stage process that anyone can master: 1st Stage: Making the Connection Learn how to make a great first impression that engages customers immediately—and keeps them coming back again and again. 2nd Stage: Decoding the Mission Look for easy-to-read tells to determine what each customer wants—and what you need to do to make him or her happy. 3rd Stage: Show and Share Instead of a hard sales pitch, engage your customer in a genuine one-on-one conversation and form a personal connection to you and your product. 4th Stage: Allowing the Buy Adopt a warm, relaxed manner to gradually establish trust, gently convince the customer—and ultimately close the deal. 5th Stage: The Kiss Goodbye Just as important as first impressions, make a strong lasting impression that makes each customer feel valued, special, and delighted. The Extra Stage: One for Good Measure Take that extra step to follow up on your customers, build on your connections, and make them your customers for life. These winning sales strategies will help you adjust your mindset, refine your selling style, and embrace the joy and value of caring for your customers. Mitchell's tried-and-true techniques make it easy to size up your customer quickly and customize your approach perfectly to suit each individual and situation. You'll learn how to be a better listener so you can anticipate your customer's every need. You'll discover the power of positive, passionate words to establish a warm personal connection. Most importantly, you'll be able to close the deal and make that sale in a relaxed friendly manner that people will love. It's a win-win-win for you, your customers, and your business. It's Selling the Hug Your Customers Way.

Hug Your Customers

Getting someone to tell the truth is an essential skill that very few people possess. In the boardroom, classroom, or our own homes, every day we interact with others and try to get the truth from them. People are often untruthful out of fear of negative consequences associated with divulging information. But if a person is made to forget the long-term outcomes of lying, he or she can be influenced to disclose sensitive information that's being withheld. The aim is to encourage the person to remain in short-term thinking mode, shifting focus away from the long-term ramifications of telling the truth. As former CIA agents and bestselling authors of *Spy the Lie*, Philip Houston, Mike Floyd, and Susan Carnicero are among the world's best at detecting deceptive behavior and eliciting the truth from even the most accomplished liars. *Get the Truth* is a step-by-step guide that empowers readers to elicit the truth from others. It also chronicles the fascinating story of how the authors used a methodology Houston developed to elicit the truth in the counterterrorism and criminal investigation realms, and how these techniques can be applied to our daily lives. Using thrilling anecdotes from their careers in counterintelligence, and with easy-to-follow instructions, the authors provide a foolproof means of getting absolutely anybody to give an honest answer. *Get the Truth* is the easy and effective way to learn how to get the truth every time.

Love You, Hug You, Read to You!

How can tech-forward companies, institutions and non-profits stay relevant long term in today's fast changing global economy? Written for leaders seeking proven strategies, this book by a veteran business advisor and leadership coach explains what large organizations can learn from family enterprises, and vice versa. When survival is threatened by disruption, or growth has stalled, the book shows why seasoned leaders and rising leaders from both family and non-family organizations should join forces for mutual benefit of combining innovation and long term thinking. Florence Tsai advances the field of family business studies with new evolutionary models, organizational frameworks, and case studies of dozens of leading family companies, including IBM, Corning, and New York Times. The book addresses growing problems of disruption—challenges best addressed by seasoned and rising leaders working together, since they have complimentary skills. Seniors bring stability and judgment, while rising leaders understand new markets and introduces innovative ideas. The world's best family enterprises are masters of survival; what they can learn from non-family companies is how to stay nimble when change is accelerating at rates never seen before. Non-family organizations facing trust gaps can learn from successful family enterprises' laser focus on stakeholder engagement. Families like Levi Strauss or Hermès have built trusted brands for generations. Facing disruption, Tsai explains how non-family organizations can insert long term thinking into the DNA of your organization by observing how enterprising families with enduring competitive advantages accomplish it. Strategies include how to develop future-forward mindsets supportive of innovation culture; how to nurture rising leaders who are intrapreneurs, entrepreneurs, and portfolio builders and prepare them to lead in their thirties. Phoenixes rising are the next-generation leaders who lead their family enterprise through intentional transformation in response to inevitable changes and yield successful growth. The book describes this mechanism in detail. Legendary Phoenixes profiled in this book include Irénée du Pont in the U.S., whose tech innovation at Eleutherian Mills transformed the gun powder industry; David René de Rothschild in France, who rebuilt a banking business from scratch; and John Elkann of Fiat in Italy, who led the Agnelli family through a succession crisis to emerge stronger. Stories of successful next generation innovators include John D. Rockefeller, Jr. in the U.S., Cristina Stenbeck of AB Kinnevik in Sweden; and Mikkel Vestergaard, inventor of LifeStraw, in Switzerland. With insights drawn from more than a decade of working closely with leading business families and advising the Chairmen and CEOs of their companies, the author argues that if we want to be guided by their long term success, it's the pioneer spirit of the family leaders, plus the enterprising culture of the families themselves, not so much their products or their famous companies, that we should pay attention to. Written for the hackers and for the master architects, Phoenix Rising spotlights principled wealth creation and the shared value that comes from doing good while doing good business, engaging partners and stakeholders sustainably, for the lasting benefit of oneself and society.

Chief Customer Officer

Lead-generation marketing is evolving rapidly, but many companies are still using the same methods they always have. How can a marketer know which lead generation tactics will provide them with the best, most actionable leads for their products or services? What's been missing-until now-is a strategic look at how lead-generation tactics can work together to produce the maximum number of quality leads. In *The New Rules of Lead Generation*, marketing expert David T. Scott examines the seven most successful tactics, including e-mail, direct mail, and search engine marketing; banner and social media advertising; cold calling; and trade shows. He reveals when to use which tactics, how to

use them cost-effectively and get the best results, and how each tactic has changed in recent years and will continue to evolve in the future. Readers will also discover how to test new approaches on a limited budget and how to combine multiple tactics for a more powerful, integrated campaign. Featuring valuable tools for tracking costs and measuring results, this indispensable book shows marketers everywhere how to capture the leads they need to help their companies succeed.

Winning Opportunities

Filled with case studies and anecdotes, *How to Talk to Customers* demystifies the most critical aspect of customer service: conversations employees have every day with customers. In this must-have resource, Diane Berenbaum and Tom Larkin outline a proven system based on their MAGIC customer service training program. MAGIC, which stands for Make A Great Impression on the Customer, can help anyone become the type of communicator that makes their customers feel special. For more on this book, visit www.howtotalktocustomers.com

Gorilla Thumps and Bear Hugs

Discover the secrets of world-class leadership! When it comes to refined service and exquisite hospitality, one name stands high above the rest: The Ritz-Carlton Hotel Company. With ceaseless attention to every luxurious detail, the company has set the bar for creating memorable customer experiences in world-class settings. Now, for the first time, the leadership secrets behind the company's extraordinary success are revealed. *The New Gold Standard* takes you on an exclusive tour behind the scenes of The Ritz-Carlton Hotel Company. Granted unprecedented access to the company's executives, staff, and its award-winning Leadership Center training facilities, bestselling author Joseph Michelli explored every level of leadership within the organization. He emerged with the key principles leaders at any company can use to provide a customer experience unlike any other, such as: Understanding the ever-evolving needs of customers Empowering employees by treating them with the utmost respect Anticipating customers' unexpressed needs and concerns Developing and conducting an unsurpassed training regimen Sharing engaging stories from the company's employees--from the corporate office and hotels around the globe--Michelli describes the innovative methods the company uses to create peerless guest experiences and explains how it constantly hones and improves them. *The New Gold Standard* weaves practical how-to advice, proven leadership tools, and the wisdom of experts to help you create and embed superior customer-service principles, processes, and practices in your own organization.

Fired Up or Burned Out

Customer Loyalty Isn't Enough—Grow Your Share of Wallet The Wallet Allocation Rule is a revolutionary, definitive guide for winning the battle for share of customers' hearts, minds, and wallets. Backed by rock-solid science published in the Harvard Business Review and MIT Sloan Management Review, this landmark book introduces a new and rigorously tested approach—the Wallet Allocation Rule—that is proven to link to the most important measure of customer loyalty: share of wallet. Companies currently spend billions of dollars each year measuring and

managing metrics like customer satisfaction and Net Promoter Score (NPS) to improve customer loyalty. These metrics, however, have almost no correlation to share of wallet. As a result, the returns on investments designed to improve the customer experience are frequently near zero, even negative. With The Wallet Allocation Rule, managers finally have the missing link to business growth within their grasp—the ability to link their existing metrics to the share of spending that customers allocate to their brands. Learn why improving satisfaction (or NPS) does not improve share. Apply the Wallet Allocation Rule to discover what really drives customer spending. Uncover new metrics that really matter to achieve growth. By applying the Wallet Allocation Rule, managers get real insight into the money they currently get from their customers, the money available to be earned by them, and what it takes to get it. The Wallet Allocation Rule provides managers with a blueprint for sustainable long-term growth.

Hug Therapy

Despite the best of intentions, the busyness of life and endless distractions frequently cause parents to put their family's development on the back burner. FAMILY SHIFT shows parents how to realign their families with easy but critical steps to follow to start living intentionally. Author Rodney Gage and his wife, Michelle, saw a drift start to threaten their own family's well-being and set out to stop it in its tracks. They wanted to defy the alarming statistics of the decline of the family unit and share with families everywhere that they can learn to thrive as a family, not merely survive. Every family gets off track at some point, but that's not a major problem as long as you know your destination. FAMILY SHIFT has families working together to create a family vision, mission statement, and core values family members will be better equipped to help one another navigate the unexpected twists and turns of life. Each chapter concludes with questions to answer as a family and additional resources to work through together.

Customer Success

The difference between helping and selling is just two letters. If you're wondering how to make your products seem more exciting online, you're asking the wrong question. You're not competing for attention only against other similar products. You're competing against your customers' friends and family and viral videos and cute puppies. To win attention these days you must ask a different question: "How can we help?" Jay Baer's Youtility offers a new approach that cuts through the clutter: marketing that is truly, inherently useful. If you sell something, you make a customer today, but if you genuinely help someone, you create a customer for life. From the Hardcover edition.

5 Star Service

How entrepreneurs find the next big thing—and make it huge. The era of easy money and easy jobs is officially over. Today, we're all entrepreneurs, and the tides of change threaten to capsize anyone who plays it safe. Taking risks is the name of the game—but how can you tell a smart bet from a stupid gamble? Andy Kessler has made a career out of seeing the future of business, as an analyst, investment

banker, venture capitalist, and hedge fund manager. He evaluated the business potential of the likes of Steve Jobs and Michael Dell before they were Steve Jobs and Michael Dell. His eye for what's next is unparalleled. Now Kessler explains how the world's greatest entrepreneurs don't just start successful companies-they overturn entire industries. He offers twelve surprising and controversial rules for these radical entrepreneurs, such as: ? Eat people: Get rid of worthless jobs to create more wealth for everybody ? Create artificial scarcity for virtual goods ? Trust markets to make better decisions than managers Whether you're at a big corporation or running a small business, you're now an entrepreneur. Will you see change coming and grab on to opportunity or miss the boat?

Get the Truth

Revised and updated for the first time since original publication! Here is the 200,000-copy staple, praised by Warren Buffett as "a gem I wish everyone at Berkshire would follow [Jack Mitchell's] advice--we would own the world." If you want to put your arms around your business and bottom line, you'll want all the updated information and practices found in the landmark business bestseller, Hug Your Customers. The only way to stay in business is to have customers; the only way to increase your profit is to attract more customer visits by providing exceptional customer service. It's that simple says Jack Mitchell. Hug Your Customers shares the hands-on practical philosophy that has allowed Mitchell and his Family of Stores to thrive and excel in today's challenging retail marketplace. Filled with accessible advice, personal case studies and tips any businessperson can use, Hug Your Customers is an energizing blueprint for customer and employee retention, increased per capita spending, and groundbreaking success.

Hug Your People

"Customer Success will become the authoritative book of the emerging Customer Success industry and target any business that is trying to focus, or re-focus, on customers and will be applicable to all customer management roles such as Account Manager, Customer Advocacy, Client Relationship Manager, and Customer Success Manager along with the leadership of those organizations. Customer Success will address the pains of how to start creating a customer-centric company and how to think strategically about Customer Success - how to organize, compensate, find a leader, measure, etc. Customer Success has exploded as one of the hottest B2B movements since the advent of the subscription business model"--

Selling the Hug Your Customers Way: The Proven Process for Becoming a Passionate and Successful Salesperson For Life

This book finally gives innovators an alternative to the painful writing of business plans. Not only an alternative but also a more effective, faster and easier way to convince investors and decision-makers: the Opportunity Case is a more user-friendly way of analyzing and presenting a project, which has been quickly adopted by many multinational corporations, public sector organizations as well as start-ups. It

also addresses a central problem in existing businesses: many people have good ideas but very few of these innovations are actually implemented. The content of this book proposes the first practical process that has been demonstrated to boost innovation by up to 56%. "Winning Opportunities" presents the IpOp Model that outlines in a very concrete and down-to-earth way, the core process of innovation that successful entrepreneurs and intrapreneurs use, even unconsciously. The model acts as a simple hands-on guide for innovators who want to increase their chances of success. This structured and user-friendly roadmap helps innovators turn an idea into a tangible opportunity, outline measurable deliverables, learn how to address all the key issues critical to the success of their project, and identify early in the process whether an opportunity is worth pursuing. To illustrate its concepts, a large number of real-life examples are included as inspiration to the reader. Nespresso's strategy is used throughout the book to demonstrate each key step of the IpOp Model. It is the first time in print one can read about the strategy that shaped the fascinating success story of Nespresso, a \$3 billion business with double-digit annual growth. Both Nespresso and the IpOp Model were developed in Switzerland, which was recently ranked No. 1 in innovation worldwide. Besides helping start-up initiators, the IpOp Model, as best practice for innovation, improves and complements the existing selection of innovation processes used by large organizations (staged gate, six sigma, etc.). Since learning is easier when emotions are included in the process, each chapter is preceded by a joke illustrating its serious content. The author, Prof. Raphael H Cohen took advantage of his 30+ years experience as serial entrepreneur, active CEO and business angel to write this book to encapsulate some of the key messages he has been teaching in top business schools and corporate environments since 2001. He is a keynote speaker and an expert in both professional agility and "weapons of mass innovation." Besides his responsibility as academic director of MBA programs, he provides executive education, mentoring, consulting and management services for senior executives, bankers, directors and entrepreneurs. He serves on the board of directors of several companies, including a Swiss bank, and is a regular contributor to several business publications. He obtained his Ph.D. in Economics in 1982"

What Clients Love

In *Wedding Storyteller, Volume 1: Elevating the Approach to Photographing Wedding Stories*, photographer and educator Roberto Valenzuela delivers what so many of his readers have been asking for: a book specifically dedicated to helping photographers improve their wedding photography. A wedding photographer himself, Roberto built his business from the ground up based on high-quality imagery that tells a compelling and beautiful story of his clients' most important day.

This is not a standard wedding photography book. In *Wedding Storyteller*, you will not find a collection of "looks," which neither inspire nor teach you anything. You will also not find a wedding shot list—at least not in the traditional sense. Instead, this first volume of the three-part *Wedding Storyteller* series goes beyond the superficial and dives deeply into the truly important topics, themes, and subject matter you need to learn about in order to drastically elevate your wedding photography. Most importantly, Roberto stresses the crucial role that storytelling plays in creating compelling, meaningful, and unique photographs for your clients.

In this book, Roberto has created a unique approach that anyone can learn to implement. Roberto's "wedding storyteller skill components" system is divided into four sections:

- **Foundation Components: Location Techniques.** Learn how to conquer the locations you encounter as a wedding photographer. Roberto teaches you how to work with light, context, clutter, walls, depth, and other compositional elements such as frames and reflections.
- **Foundation Components: People Techniques.** Weddings are often high-energy, high-stress environments; your attitude and behavior have a huge impact on your ability to succeed as a photographer. Roberto discusses the crucial people skills you need to know and also teaches his unique approach to "situational posing" and group posing.
- **Storyteller Approach Components.** Roberto discusses the five approaches he uses to build a "wedding story" for his clients. These five approaches are: photojournalism, interactive photojournalism, stylized aware posing, stylized unaware posing, and story development.
- **Expert Components.** The final section builds and expands on everything covered in the previous components, as Roberto addresses such topics as Emotionally Valuable People (EVP), lens choices, helper light, posing patterns (and when to break them), capturing "peak action," achieving a unique perspective, and creating multi-layered stories within a single photograph.

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At a wedding, each photograph has the opportunity to convey a special moment and contribute to the rich, visual story of your clients' most important day. As the photographer, you are both the director and the documentarian of that story. With *Wedding Storyteller, Volume 1*, by your side, you finally have a book that teaches you the skills you need to learn in order to create amazing images and craft masterful stories filled with beauty, emotion, and meaning.

Self-Compassion

This is the book that will show you how to ensure customers are raving about your products and services and come back for more. Five Star Service 2nd edition is an easy read, high impact title from the bestselling author of How to Be Brilliant, Michael Heppell. In this book he gives you over 100 instant tips, 50 examples of the best practices, over a dozen brand new techniques and multiple strategies to equip you with a winning edge to knockout your customers and help you

- Delight your customers every time.
- Deliver remarkable results that will keep them

coming back for more. •Win more customers without spending a fortune. •Get repeat orders and referrals from everyone you encounter. Whatever your sector and however senior or junior you are, this book is full of customer service ideas, actions and initiatives that are simple, powerful and easy to implement today. With exciting examples from a wide range of organisations from hotels to hospitals, whatever your product or service, you'll find something to make your offering sparkle and your service shine. And with dozens of ideas and tactics to choose from, you'll find yourself dipping into Five Star Service again and again. New for this edition: •Mastering social media in service •Secret shopping •90 day training programmes for every sector •The impact of speed •Leadership in service •Dozens of inspirational stories and powerful new ideas Michael Heppell is one of the UK's number one motivational trainer and is the author of the bestselling Flip It, How to Be Brilliant and Brilliant Life. Michael's seminars and workshops have been attended by thousands of people and are used by hundreds of companies across the UK and overseas to boost motivation and radically improve their levels of service. His clients include major blue chip companies, high street retailers and Government bodies, and are embraced by customer service giants such as the Milestone Hotel, London - voted as Best Customer Service Hotel in the World, legendary retailer John Lewis and Coca Cola.

Integrity Selling for the 21st Century

INSTANT NEW YORK TIMES BESTSELLER The only definitive book authored by Wim Hof on his powerful method for realizing our physical and spiritual potential. "This method is very simple, very accessible, and endorsed by science. Anybody can do it, and there is no dogma, only acceptance. Only freedom." —Wim Hof Wim Hof has a message for each of us: "You can literally do the impossible. You can overcome disease, improve your mental health and physical performance, and even control your physiology so you can thrive in any stressful situation." With The Wim Hof Method, this trailblazer of human potential shares a method that anyone can use—young or old, sick or healthy—to supercharge their capacity for strength, vitality, and happiness. Wim has become known as "The Iceman" for his astounding physical feats, such as spending hours in freezing water and running barefoot marathons over deserts and ice fields. Yet his most remarkable achievement is not any record-breaking performance—it is the creation of a method that thousands of people have used to transform their lives. In his gripping and passionate style, Wim shares his method and his story, including: • Breath—Wim's unique practices to change your body chemistry, infuse yourself with energy, and focus your mind • Cold—Safe, controlled, shock-free practices for using cold exposure to enhance your cardiovascular system and awaken your body's untapped strength • Mindset—Build your willpower, inner clarity, sensory awareness, and innate joyfulness in the miracle of living • Science—How users of this method have redefined what is medically possible in study after study • Health—True stories and testimonials from people using the method to overcome disease and chronic illness • Performance—Increase your endurance, improve recovery time, up your mental game, and more • Wim's Story—Follow Wim's inspiring personal journey of discovery, tragedy, and triumph • Spiritual Awakening—How breath, cold, and mindset can reveal the beauty of your soul Wim Hof is a man on a mission: to transform the way we live by reminding us of our true power and purpose. "This is how we will change the world, one soul at a time," Wim says. "We alter the collective consciousness by awakening to our own boundless potential. We are limited only by the depth of our imagination and the strength of our conviction." If you're ready to explore and exceed the limits of your own potential, The Wim Hof Method is waiting for you.

Phoenix Rising – Leadership + Innovation in the New Economy

Award-winning speaker and business consultant Joey Coleman teaches audiences and companies all over the world how to turn a one-time purchaser into a lifelong customer. Coleman's theory of building customer loyalty isn't about focusing on marketing or closing the sale: It's about the First 100 Days® after the sale and the interactions the customer experiences. While new customers experience joy, euphoria, and excitement, these feelings quickly shift to fear, doubt, and uncertainty as buyer's remorse sets in. Across all industries, somewhere between 20%-70% of newly acquired customers will stop doing business with a company with the first 100 days of being a new customer because they feel neglected in the early stages of customer onboarding. In *Never Lose a Customer Again*, Coleman offers a philosophy and methodology for dramatically increasing customer retention and as a result, the bottom line. He identifies eight distinct emotional phases customers go through in the 100 days following a purchase. From an impulse buy at Starbucks to the thoughtful purchase of a first house, all customers have the potential to experience the eight phases of the customer journey. If you can understand and anticipate the customers' emotions, you can apply a myriad of tools and techniques -- in-person, email, phone, mail, video, and presents -- to cement a long and valuable relationship. Coleman's system is presented through research and case studies showing how best-in-class companies create remarkable customer experiences at each step in the customer lifecycle. In the "Acclimate" stage, customers need you to hold their hand and over-explain how to use your product or service. They're often too embarrassed to admit they're confused. Take a cue from Canadian software company PolicyMedical and their challenge of getting non-technical users to undergo a complex installation and implementation process. They turned a series of project spreadsheets and installation manuals into a beautiful puzzle customers could assemble after completing each milestone. In the "Adopt" stage, customers should be welcomed to the highest tier of tribal membership with both public and private recognitions. For instance, Sephora's VIB Rogue member welcome gift provides a metallic membership card (private recognition) and a members-only shade of lipstick (for public display). In the final stage, "Advocate," loyal customers and raving fans are primed to provide powerful referrals. That's how elite entrepreneurial event MastermindTalks continues to sell-out their conference year after year - with zero dollars spent on marketing. By surprising their loyal fans with amazing referral bonuses (an all-expenses paid safari?!) they guarantee their community will keep providing perfect referrals. Drawing on nearly two decades of consulting and keynoting, Coleman provides strategies and systems to increase customer loyalty. Applicable to companies in any industry and of any size (whether measured in employee count, revenue, or total number of customers), implementing his methods regularly leads to an increase in profits of 25-100%. Working with well-known clients like Hyatt Hotels, Zappos, and NASA, as well as mom-and-pop shops and solo entrepreneurs around the world, Coleman's customer retention system has produced incredible results in dozens of industries. His approach to creating remarkable customer experiences requires minimal financial investment and will be fun for owners, employees, and teams to implement. This book is required reading for business owners, CEOs, and managers - as well as sales and marketing teams, account managers, and customer service representatives looking for easy to implement action steps that result in lasting change, increased profits, and lifelong customer retention.

Hug It Out

Kristin Neff, Ph.D., says that it's time to "stop beating yourself up and leave insecurity behind." *Self-Compassion: Stop Beating Yourself Up and Leave Insecurity Behind* offers expert advice on how to limit self-criticism and offset its negative effects, enabling you to achieve your highest potential and a more contented, fulfilled life. More and more, psychologists are turning away from an emphasis on self-esteem and moving toward self-compassion in the treatment of their patients—and Dr. Neff's extraordinary book offers exercises and action plans for dealing with every emotionally debilitating struggle, be it parenting, weight loss, or any of the numerous trials of everyday living.

How to Hug a Porcupine: Negotiating the Prickly Points of the Tween Years

Kathleen Keating and Mimi Noland combine their talents to show how and why all kinds of hugs have positive results on IQ, aging, self-esteem, and stress. Relax, raise your arms, place them around the person in front of you and squeeze gently. But, no bear hugs, please. Kathleen Keating and Mimi Noland combine their talents to show how and why all kinds of hugs have positive results on IQ, aging, self-esteem, and stress. Simple line art drawings of charismatic cartoon bears lend a whimsical touch to book guaranteed to touch your heart. A great gift idea for someone who needs a hug. A beary, beary uplifting book.

Hug Your Haters

This New York Times bestselling novel from acclaimed author Walter Dean Myers tells the story of Steve Harmon, a teenage boy in juvenile detention and on trial. Presented as a screenplay of Steve's own imagination, and peppered with journal entries, the book shows how one single decision can change our whole lives. *Monster* is a multi-award-winning, provocative coming-of-age story that was the first-ever Michael L. Printz Award recipient, an ALA Best Book, a Coretta Scott King Honor selection, and a National Book Award finalist. *Monster* is now a major motion picture called *All Rise* and starring Jennifer Hudson, Kelvin Harrison, Jr., Nas, and A\$AP Rocky. The late Walter Dean Myers was a National Ambassador for Young People's Literature, who was known for his commitment to realistically depicting kids from his hometown of Harlem.

How to Talk to Customers

Offers strategies for turning customer satisfaction into customer loyalty, emphasizing the importance of word-of-mouth advertising

The Wim Hof Method

Includes a detachable folded poster of "The Matrix."

Never Lose a Customer Again

Talk Triggers is the definitive, practical guide on how to use bold operational differentiators to create customer conversations, written by best-selling authors and marketing experts Jay Baer and Daniel Lemin. Word of mouth is directly responsible for 19% of all purchases, and influences as much as 90%. Every human on earth relies on word of mouth to make buying decisions. Yet even today, fewer than 1% of companies have an actual strategy for generating these crucial customer conversations. Talk Triggers provides that strategy in a compelling, relevant, timely book that can be put into practice immediately, by any business. The key to activating customer chatter is the realization that same is lame. Nobody says "let me tell you about this perfectly adequate experience I had last night." The strategic, operational differentiator is what gives customers something to tell a story about. Companies (including the 30+ profiled in Talk Triggers) must dare to be different and exceed expectations in one or more palpable ways. That's when word of mouth becomes involuntary: the customers of these businesses simply MUST tell someone else. Talk Triggers contains: * Proprietary research into why and how customers talk * More than 30 detailed case studies of extraordinary results from Doubletree Hotels by Hilton and their warm cookie upon arrival, The Cheesecake Factory and their giant menu, Five Guys Burgers and their extra fries in the bag, Penn & Teller and their nightly meet and greet sessions, and a host of delightful small businesses * The 4-5-6 learning system (the 4 requirements for a differentiator to be a talk trigger; the 5 types of talk triggers; and the 6-step process for creating talk triggers) * Surprises in the text that are (of course) word of mouth propellants Consumers are wired to discuss what is different, and ignore what is average. Talk Triggers not only dares the reader to differentiate, it includes the precise formula for doing it. Combining compelling stories, inspirational examples, and practical how-to, Talk Triggers is the first indispensable book about word of mouth. It's a book that will create conversation about the power of conversation.

Combo Prospecting

Unleash a killer combination of old and new sales strategies. How do you break through to impossible-to-reach executive buyers who are intent on blocking out the noise that confronts them every day? Old-school prospecting tactics or new-school techniques alone won't provide the answers. But Combo Prospecting will by showing how to combine time-tested sales processes with cutting-edge social media strategies and clever technology hacks. The book reveals today's new breed of Chief Executive Buyers, the channels they use, the value narrative you need, and the mix of methods that works. With actionable insights in every chapter, it explains how to: Do deep-dive research into social Locate leverage points that matter Secure decision-maker meetings Earn executive engagement Build a knockout, online brand Nurture a network that helps you thrive Profit from referrals Publish insights that set you apart and steer the agenda Employ an efficient, lethal library of scripts and templates And much, much more Want to wildly exceed your quota? Combo Prospecting is a potent playbook that will pack your pipeline and turn you into a selling champ.

The Wallet Allocation Rule

Outlines the skills and techniques of providing superior customer service.

Customer Satisfaction is Worthless, Customer Loyalty is Priceless

Learn how to apply the proven principles of Hug Your Customers to refine your selling technique, boost your sales, and keep your customers coming back for more. In his groundbreaking books, Hug Your Customers—a Wall Street Journal bestseller—and Hug Your People, Jack Mitchell brought a warm human touch to the often-cold, bottom-line world of business. As the CEO of Mitchell's clothing stores, one of the most successful small businesses in the country, he noticed that customer service and satisfaction get a lot of lip service—but not enough hugs. When you focus on the emotional connection as well as the intellectual aspect of a sale, you form strong lasting relationships that keep your customers returning, sales rising, and business booming. You don't have to hug your customers literally, of course. Mitchell's personal approach to customer service involves a simple 5-stage process that anyone can master: 1st Stage: Making the Connection Learn how to make a great first impression that engages customers immediately—and keeps them coming back again and again. 2nd Stage: Decoding the Mission Look for easy-to-read tells to determine what each customer wants—and what you need to do to make him or her happy. 3rd Stage: Show and Share Instead of a hard sales pitch, engage your customer in a genuine one-on-one conversation and form a personal connection to you and your product. 4th Stage: Allowing the Buy Adopt a warm, relaxed manner to gradually establish trust, gently convince the customer—and ultimately close the deal. 5th Stage: The Kiss Goodbye Just as important as first impressions, make a strong lasting impression that makes each customer feel valued, special, and delighted. The Extra Stage: One for Good Measure Take that extra step to follow up on your customers, build on your connections, and make them your customers for life. These winning sales strategies will help you adjust your mindset, refine your selling style, and embrace the joy and value of caring for your customers. Mitchell's tried-and-true techniques make it easy to size up your customer quickly and customize your approach perfectly to suit each individual and situation. You'll learn how to be a better listener so you can anticipate your customer's every need. You'll discover the power of positive, passionate words to establish a warm personal connection. Most importantly, you'll be able to close the deal and make that sale in a relaxed friendly manner that people will love. It's a win-win-win for you, your customers, and your business. It's Selling the Hug Your Customers Way.

The Closer's Survival Guide

A bug, a cow, and even a hippo can jump. Kids and animals leap into the air in this sweet, simple book by beloved children's author-illustrator David McPhail. Cozy watercolor illustrations depict the very basic text, helping beginning readers predict unfamiliar words and decode the story.

Monster

Argues that knowing and understanding customers' needs will improve sales and will build a trusting relationship between buyer and seller.

[Read More About Hug Your Customers The Proven Way To Personalize Sales And Achieve Astounding Results](#)

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