

A book review and recommendation by Dan Beaulieu

ERA Member Service Action Lines

Amazon.com	era.org
	(Click the link on the Member Services page.)
Avis Car Rental	era.org
	(Click the link on the Member Services page.)
Budde Marketing	708-301-2111
	buddemarketing.com
Empowering Systems	888-297-2750
	empoweringsystems.com
ERA Customized Survey Service	era.org
	(Click the link on the Member Services page.)
ERA Strategic Planning Service	rterwall@era.org
ERA Teleforum Audio Library	era.org
ERA University (online courses)	era.org
EYOND: MRSware	866-795-8386
	mrsware.com
Hertz Car Rental	era.org
	(Click the link on the Member Services page.)
JJM Search	402-721-6590
	jjmsearch.com
MRERF (CPMR/CSP programs)	mrerf.org
Office Depot	era.org
	(Click the link on the Member Services page.)
Perfection Data	perfectiondata.com
RepCare insurance	888-243-0174
Rembrandt Advantage	800-292-7182
	rembrandtadvantage.com
RPMS software	800-776-7435
	rpms.com
UPS shipping	era.org
	(Click the link on the Member Services page.)

Consultants Available for Expert Access

Accounting & Taxes: Stan Herzog	847-564-1040
Executive Searches: Carla Mahrt	402-721-6590
Field Sales: Ray Hall	419-957-6354
Insurance: John Doyle	888-243-0174
Legal: Gerald Newman	312-648-2300
Rep Network Mgmt.: Jim Hartranft	262-945-9200

Other ERA Services & Publications

(Call 312-419-1432 or go to era.org.)

- Locator Online Directory of Manufacturers' Reps
- Lines Available/Hot Lines Services
- Guidelines for: Becoming a Successful Rep; Establishing and Benefiting from Rep Councils; Agreements between Sales Reps and Manufacturers; Agreements between Stocking Reps and Manufacturers; Agreements between Reps and Sub-Reps; Agreements between a Rep Firm and Its Salespeople; Evaluating a Prospective Principal; Evaluating a Prospective Rep; Developing New Markets with Professional Field Sales Reps
- Line Portfolio Evaluation
- Outsourced Field Sales: Adding Value for the Customer (CD)
- Outsourcing Field Sales (Fortune Magazine Reprint)
- The Value of Outsourced Field Sales (EBN Reprint)
- Selling Through Manufacturers' Representatives
- ERA Code of Ethics
- ERA Commitment to Performance (Information and Certificates)
- Recommended Technical Standards for Distribution Point-of-Sale Reporting
- FAQs Manufacturers Ask About Representatives
- Split Influence Recommendations for the Electronics Industry
- State Rep Commission Protection Acts
- Manufacturer Membership (Roster and Information)
- Principal Information Exchange (P.I.E.)
- ERA Membership Pins

ERA Meetings & Programs

- Board of Directors Meetings - Next Meeting: Fall 2015
- ERA Conference - Feb. 28 - March 1, 2016

EVERGREEN: Cultivate the Enduring Customer Loyalty That Keeps Your Business Thriving

by Noah Fleming

Copyright: 2015 by Amacom

Price: Hard Cover: \$26 • Kindle: \$9.99 • 272 pages with index

Customer retention for the 21st century

Maybe I like this book because I agree so wholeheartedly with the author. In fact, one of the selling points of my consulting company is that I can grow your business by 10 percent without ever adding a new customer.

In this new book, Noah Fleming shows us how to not only “mine our current customer list but to also reach back to those companies you used to do business with and re-capture some of that business as well.”

By using his defined “three C” program, you can pick up just about everything you need to know about customer loyalty and retention. The three Cs are:

- Character: which is based on why you do what you do;
- Community: creating a community of customers with shared interests and needs; and
- Content: what your company offers to your customers.

The chapters on customer loyalty are especially valuable. The author explores and defines various loyalty programs, showing us which ones work and which do not by using real life examples from Starbucks to Delta Airlines.



The chapter on firing your customers is worth the price of the book. Knowing which customers to fire, why and how is invaluable. Basically this gets down to a few categories, from those customers who take up the most time and have the least profit margin to those unhappy customers who will just never be happy no matter what you do. The real life example of how Amazon deals with unhappy customers is telling, to say the least.

This one book handles everything you need to create enduring and lasting customer relationships with the right customers while culling out the wrong customers. This is not just a sales book ... or a customer service book. It is a book about successfully running your business no matter what that business is. If you buy, read and study the ideas laid out in this book, you will be successful. That's all there is to it.

*Dan Beaulieu is the president and founder of D.B. Management L.L.C., a consulting company specializing in all aspects of sales, marketing and branding with a focus on rep-principal relationships. His latest book is **The PCB 101 Handbook** which can be purchased online by emailing danbbeaulieu@aol.com. Dan is also the author of “It's Only Common Sense,” a weekly sales column appearing at pcb007.com. Dan can be reached at 207-649-0879.*