

## ERA Member Service Action Lines

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 RepProtect.....normanspencer.com/erareprotect	
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	
Perfection Data .....perfectiondata.com	
RepCare insurance.....888-243-0174	
Rembrandt Advantage.....800-292-7182 rembrandtadvantage.com	
RPMS software.....800-776-7435 rpms.com	
Spyre Group.....spyregroup.com/rep/index.htm	
UPS shipping .....era.org (Click the link on the Member Services page.)	

### Consultants Available for Expert Access

Rep & Mfr. Services: Bryan Shirley, CPMR ....	267-620-6000
Accounting & Taxes: Stan Herzog.....	847-564-1040
Executive Searches: Carla Mahrt.....	402-721-6590
Insurance: John Doyle.....	888-243-0174
Legal: Gerald Newman.....	312-648-2300
Rep Network Mgmt.: Jim Hartranft.....	262-945-9200
Rep Network Mgmt.: Cesare Giammarco ....	401-595-7331
Rep Recruitment: Frederick Myers .....	508-720-3473
Start-ups: Alex Gabbi.....gabbi@globalinnovationvillage.com	
Strategic Planning: Robert Terwall.....	262-496-6506

### Other ERA Services & Publications

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

- Locator Online Directory of Manufacturers' Reps
- Lines Available Service
- 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

- ERA Conference - Feb. 26-28, 2017
- Board of Directors Meeting - March 1, 2017

A book review and recommendation by Dan Beaulieu

## *What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint*

by Nicholas Webb

Copyright: 2017 Amacom

Price: \$25

Pages: 257 with Endnotes and Index

### *Much more than customer service*

Customer service is out and customer experience is in. It is no longer enough to deliver great customer service. Instead, you have to deliver an entire customer experience, and a great experience at that.

Customers want to feel good about the very act of working with you. They want to feel that you are on their side and that you have their best interests at heart. They want to “crave” working with you. If you don’t quite understand what customers crave, then you should read this book.

This book goes beyond traditional thoughts about service. In the first part of the book, Nicholas Webb talks about something we all have become aware of — creating customer value. He points out that it is much more effective to keep a customer happy than it is to get a new customer. According Webb, “... probability of selling to a new prospect is 5 to 20 percent, while the probability of selling to an existing customer is 60 to 70 percent.”

Webb goes on to explain just how we can provide value to our customers. He describes in detail how to create a customer confidence in you, your company and your products and services.

This is one of those books that incites great thoughts and ideas by giving you “triggers” that get you thinking about customers in a way you have not done before. The book shows you how to put yourself in their place and grow your understanding of how customers view you and your company, and most importantly, what they expect from you.

I especially like a section in the book on how to “Make an upset customer a lifelong customer in five easy steps.” The five steps include:

1. **Affirm** - Create a complete understanding of the problem and what it means to the customer.
2. **Listen** - Yes, shut up and listen, and **hear** exactly what the customer is saying to you.
3. **Confirm** - Repeat back to the customer what the problem is so that he or she is confident that you understand ... that you get it.
4. **Fix** - You know what the problem is; now fix it.
5. **Follow up** - Yes, follow up to make sure that the problem is solved and the customer is completely satisfied.

I would like to add a note of my own: You must take these steps as quickly as possible so that the situation is alleviated in the blink of an eye. Doing this will in fact make the customer respect you for life.

There is simply too much information in this book to cover it all in this column. There is great information from learning everything you can about your customers to getting referrals and recommendations. This is a must-read book for anyone who is serious about customer service and retention ... and who isn't?

*Dan Beaulieu is the president and founder of D.B. Management, LLC, a consulting firm 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 danbeaulieu@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.*

