



The Seeds Of Success
'Mastering Customer Focus'
by Dan Patey

MASTERING CUSTOMER FOCUS
To Leap Frog Your Competition

Do you want to discover why so many businesses struggle to achieve real customer care and satisfaction and enhance their business performance?

There is now a proven approach to **Mastering Customer Focus** to Leap Frog Your Competition that provides the maximum benefits, results and value.

In a moment, I want to share with you how you will discover and experience the seeds of success in "**Mastering Customer Focus**"

The key reason this book is different from the other books on customer satisfaction is because it is based on real life experiences gained from training over 2000 people in how to be **Customer Focused**. It shares with you all the principles, tools and techniques to create real **Customer Focus**.

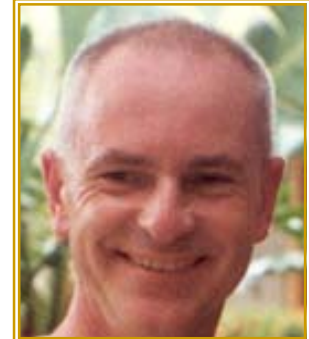
In successfully 'Minding My Own Business' for over 11 years, I know the importance of being **Customer Focused**, because without your customers you have no reason for being In business.

**'The Only Reason To Be In Business Is
To Find, Keep And Satisfy Your Customers.'**

In studying this book you will discover a whole new understanding and clarity that will change your perception of what **Customer Focus** really is, and why it is so important to apply it in every business that has customers.

This book is packed with practical knowledge and resources, brought together in one place that will impact your future business success by showing you: -

- What shapes **Customer Focus**
- The 10 secrets of **Customer Focus**
- The 6 essential secrets for **Customer Focus**
- The 3 legs of **Customer Focus**
- The ideal **Customer Focus** culture



Welcome to this exciting new release of my fourth book. This is an addition to the seeds of success series.

I want to share with everyone the fundamentals of **Mastering Customer Focus** and how to apply it in your own business, with the first chapter you read.

This book is available to order now.

Once you make the decision to proceed, you will receive one of the most valuable gifts, the gift of knowing how to achieve true **Customer Focus**. You will also have the opportunity to profile your business to compare with ideal role models.





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- The ideal **Customer Focus** role profile
- How to sustain the culture change of **Customer Focus**
- How you know when **Customer Focus** is working
- How to measure **Customer Focus** performance
- How Customer Focus in business is a presentation

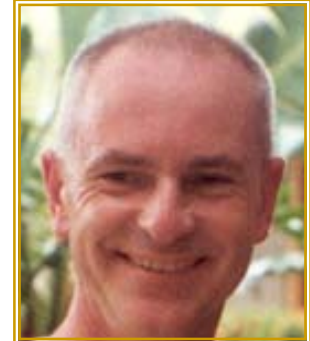
You can expect to experience the following benefits, results and value when you make the investment in **Mastering Customer Focus**.

1. **Greater expectations from you and your business**
2. **Greater understanding about Customer Focus**
3. **Greater focus on what is most important for true value**
4. **Greater momentum and committed action**
5. **Greater self belief and confidence**
6. **Greater capability to influence customers**
7. **Greater capability to change focus**
8. **Greater levels of innovation and ideas**
9. **Greater employee morale and motivation**
10. **Greater employee retention and loyalty**

This book is designed as your personal workbook so you can discover with each chapter the important pieces to the 'jig saw puzzle' that forms the whole picture of **Customer Focus**.

As you read each chapter it is guaranteed to stimulate new thoughts and ideas for continuous improvement that you can record within each chapter.

After spending 30 years helping businesses to become more successful, I still see the same problems and pitfalls being made in attempting to achieve business excellence. When I am asked why after so long, do I continue to see the same mistakes being repeated. I respond by giving the same response.



Below is what you will see when you first look at the front cover of the book.



The front cover of the book is illustrated with the emotional target, which is the aim of a **Customer Focused** business. How you hit the target is explained in detail in the book. This becomes a metaphor for the success of **Mastering Customer Focus**.



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'If you want to achieve excellent results in business, you must create the right focus, value, and incentives for the success of everyone associated with the business.'

All businesses are primarily made up of people, both internally and externally. The greater the value you provide, the greater the potential for sustained success. The ability to motivate and influence people to achieve their highest potential is the most important principle in the leadership of any business.

Mastering Customer Focus has been designed to show business people how to engage and focus everyone in the business on customers. It explains who really is the most important customer. Once you start, it explains how to move toward a **Customer Focus** culture and sustain the changes, which leads to new habits.

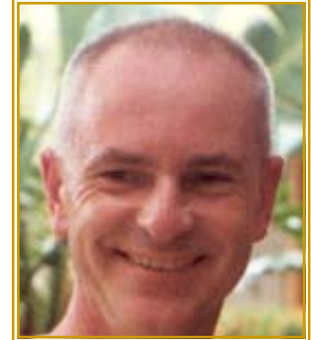
You will discover how **Customer Focus** releases innovation on a scale, which is unique. It provides the evidence to demonstrate to everyone that you are totally committed to being **Customer Focus**, instead of doing what most businesses do, which is to just talk about it.

So what does all this cost? The most important investment is the time you commit to learning and applying the knowledge you will gain associated with **Mastering Customer Focus**.

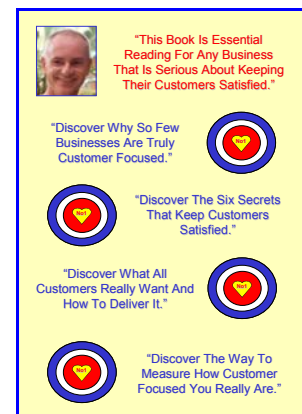
If you have already decided to proceed and make the investment in **Mastering Customer Focus** - congratulation! All you need to do now is confirm your commitment by choosing, which option and placing your order on the attached form.

This is your chance to participate in a unique opportunity to discover the true potential of your people, culture and business. It will give you the foundation and tools to start the process of **Mastering Customer Focus**. So, now is your chance to make the next 60 days the most valuable and stimulating investment you have ever made.

'The Decisions You Make Now Will Shape Your Destiny'



On the back cover of the book you will see some key questions that the book addresses.



You will discover what every business needs for **Customer Focus** success. You are guaranteed continued success and value. Success leaves clues for you to discover, if you are prepared to look and learn.

Order Your Experience Now