



The Loyalty Link: How Loyal Employees Create Loyal Customers

Dennis G. McCarthy

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"The loyalty link is a must read for any marketer who wants to understand the power of customer enthusiasm." --Don Hudler, President Saturn Corporation

In an age of consumerism, downsizing, and frequent layoffs, it may seem that loyalty in the marketplace has fallen victim to the fast buck and the quick fix. In *The Loyalty Link*, however, Dennis McCarthy reveals that loyalty--between a business and its customers, between employer and employee--is a major competitive advantage. Businesses that develop loyalty links to their employees will consistently retain loyal customers and gain a competitive edge. McCarthy gives business owners, managers, and executives the ideas and tools to forge the crucial link between loyalty and profitability.

The *Loyalty Link* helps you strengthen the bonds of loyalty with your employees and customers alike. You'll discover that the interactions between employees and customers that foster loyalty are neither random events nor the product of well-rehearsed and closely supervised employee behavior. They result from an overall approach that encourages and rewards discretionary effort, and supports employee efforts with thorough training, adequate compensation, and a sense of appreciation.

In this eye-opening book you'll discover:

- * Why satisfied customers are ripe for the picking by your competitors
- * What it takes to exceed your customers' expectations and establish a loyalty link
- * How to create a working environment in which employees go out of their way to exceed customer expectations
- * Training methods that inspire loyalty rather than resentment
- * Techniques for getting customers involved in your business

Whether you're a small business owner, a department manager, or an executive in a large corporation, *The Loyalty Link* shows you how to make your business more customer-friendly, more hospitable to your employees, and more profitable for yourself and your investors.

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