



# **Fresh Customer Service: Treat the Employee as #1 and the Customer as #2 and You Will Get Customers for Life**

*Michael D. Brown MBA*

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## **Fresh Customer Service: Treat the Employee as #1 and the Customer as #2 and You Will Get Customers for Life** Michael D. Brown MBA

It goes against all you were taught in business school and many of the books you've read and it's the key to turning customers into loyal customers. Not only will they faithfully return to you, they will become brand ambassadors who spread the word about your products and services far and wide. *Fresh Customer Service* proves that if you treat your employees with respect and kindness, if you motivate and equip them with the tools they need to do their job, and treat them like they are #1, they, in turn, will unleash a passion to serve your customers like they have never been treated before. Your employees will offer a world-class customer service experience to everyone who enters your place of business.

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