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Lire des ebooks L'enchantement du client Alain Ducasse & Alexandre Dubarry PDF, ePub, mobi, Vous qui devez séduire vos propres clients, quel que soit le secteur, faites-les rêver et voyager, émerveillez-les ! En un mot : enchantez-les, vous en verrez les effets sans tarder !

Clients fidèles, équipes plus motivées, prestige grandissant... L'enchantement est LA solution lorsque la qualité du produit ou un prix attractif ne suffisent plus pour se distinguer de la concurrence. **La clé pour y parvenir ?** Faire décoller la prestation ou le produit en le transcendant et en faisant vivre à vos clients une expérience mémorable.

Apprenez à créer une relation émotionnelle forte entre vos clients, vos produits et votre marque pour accroître votre chiffre d'affaires.

Grâce à ce guide, riche en témoignages et secrets de grands professionnels de l'enchantement, vous saurez :

Pourquoi enchanter vos clients fait une telle différence.

Comment enchanter vos collaborateurs et vos salariés pour qu'ils enchantent à leur tour les clients, partenaires, fournisseurs, etc., qui contribuent à votre image de marque.

Les 4 secrets de l'enchantement : en sollicitant les émotions et les sens de vos clients, vous transformez votre produit ou service en une expérience unique.

« Ce livre est un guide et une boîte à idées pour tous ceux - c'est-à-dire à peu près tout le monde - qui ont affaire à des clients. » ALAIN DUCASSE

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If you realise your L'enchantement du client so overwhelming, you are able to go ahead and take instructions or guides in the manual individually. Select a special feature you wish to give attention to, browse the manual thoroughly, bring your product and execute what the manual is hinting to complete. Understand what the feature does, using it, and don't go jumping to a different cool feature till you have fully explored the actual one. Working through your owner's manual by doing this assists you to learn everything concerning your digital product the best and most convenient way. By ignoring your digital product manual and not reading it, you limit yourself in taking advantage of your product's features. When you have lost your owner's manual, look at product instructions for downloadable manuals in PDF

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