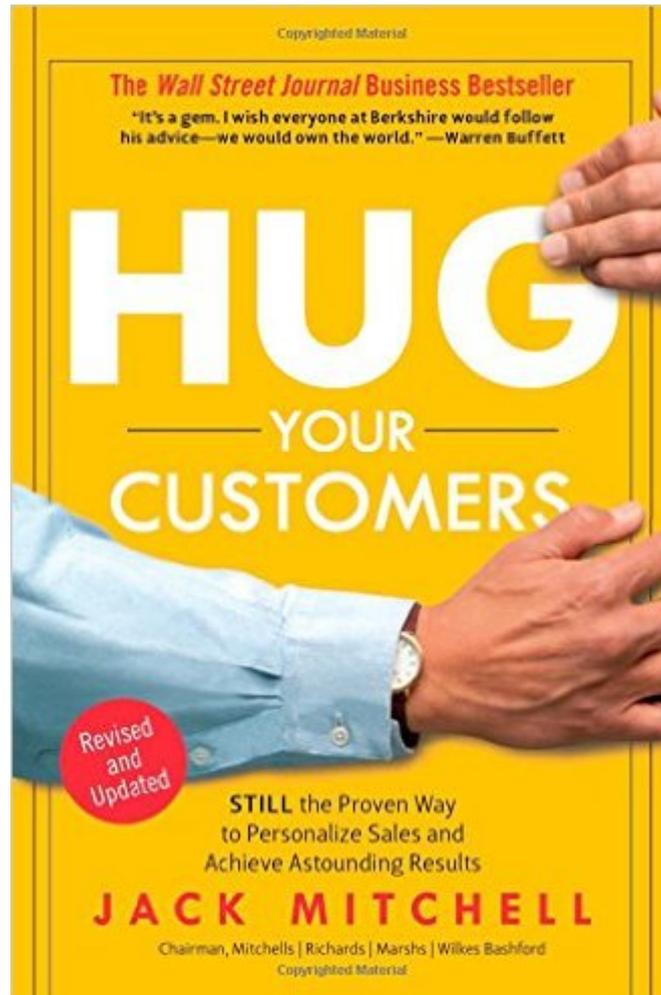


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# Hug Your Customers: The Proven Way To Personalize Sales And Achieve Astounding Results



## Synopsis

Revised and updated for the first time since original publication! Here is the 200,000-copy staple, praised by Warren Buffett as "a gem ... I wish everyone at Berkshire would follow [Jack Mitchell's] advice--we would own the world." If you want to put your arms around your business and bottom line, you'll want all the updated information and practices found in the landmark business bestseller, *Hug Your Customers*. The only way to stay in business is to have customers; the only way to increase your profit is to attract more customer visits by providing exceptional customer service. It's that simple says Jack Mitchell. *Hug Your Customers* shares the hands-on practical philosophy that has allowed Mitchell and his Family of Stores to thrive and excel in today's challenging retail marketplace. Filled with accessible advice, personal case studies and tips any businessperson can use, *Hug Your Customers* is an energizing blueprint for customer and employee retention, increased per capita spending, and groundbreaking success.

## Book Information

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## Customer Reviews

Once again, there's not a lot that's terribly new here but the basic concept of customer service cannot be overstressed: treat people as you would like to be treated yourself. I own a high-end retail establishment on Madison Avenue in New York City. I had become so fed up hearing my employees complain about the mega-stores and mega-brands taking away our business that I had them read this book and we discussed it at a staff meeting. It made a huge difference, and the customers have definitely noticed. If you like this one, then I would also recommend the new book about a small coffee business called "Beans." The same tenets apply.

In a world where "that's not my problem" and "we have our policies" too often reign, from large companies and small ones both, this book is sheer delight. I read this book while smarting from being treated as if having no water in our house for several days were not an emergency. The well company came on a Friday, appeared to have fixed the well and left. Twenty minutes later, the problem came back. Had they subscribed to the Jack Mitchell philosophy, the service guys would have come back later that day, or on Saturday so that we wouldn't have been left without water for the weekend. But nope, their weekends are more important than customers. When he finally called me back, I even asked the owner if he could give me a beeper or cellphone number so that I could let him know if the next service call also didn't solve the problem. He refused. Now compare this with the Jack Mitchell philosophy, which is that an emergency is whatever the customer defines as an emergency, and that the customer counts. And the customer counts not because this creates a fatter bottom line (which it does), but because people matter. That's the part that put tears in my eyes. His sincerity on this point came through loud and clear. The book rates a "5" both on emotional and logical grounds. I read tons of business books every year, and this one truly stands out.

I adored *Hug Your Customers: The Proven Way to Personalize Sales and Achieve Astounding Results* by Jack Mitchell. The fact is, I can't remember the last time I got so excited about the potential applications for my industry - nonprofit fundraising. Mitchell owns a high end clothing store in Westport, Connecticut. Like most brick and mortar businesses, his business was hit hard by the recession. But by switching to a customer-based business model (rather than transaction-based), Mitchell's not only survived, they thrived! Warren Buffett refers to *Hug Your Customers* as "a gem | I wish everyone at Berkshire would follow [Jack Mitchell's] advice " we would own the world." In case you're wondering whether this is all a bit too sentimental and touchy-feely, remember this: in Jack's world, a hug isn't literal " it's a stand-in. Some of the ways Jack and his employees "hug" customers include offering someone a beverage or snack, sending a birthday or anniversary card, making reservations for a customer at a restaurant, getting tickets to a ball game or the theater, giving them a smile, lending an ear to listen | and always, always, providing exemplary customer service. They go above and beyond in ways that are truly memorable, not to mention inspiring. In the nonprofit world, some ways you might hug your donors include: Something as simple as sending out an anniversary email or card celebrating the date of their first gift  
Rewriting your thank you email to make your donors feel wonderful about their

gift Maybe, just maybe, you might even send some of your favorite donors a small gift You're in the relationship business. Your job is to provide exemplary donor service. It's as simple as that. Hug Your Customers just begins to name the many ways.

Highly recommend to any businessperson as a "how-to" guide to differentiating yourself through service and overall attention to the customer. Much of what is written here seems like common sense (the Golden Rule: "Do unto others...") yet is rarely practiced by businesses. Although the book may be somewhat redundant (the reason I gave it 4 stars rather than 5), this weakness is offset by the fact that it remains a quick read, largely due to the numerous great anecdotes illustrating Mitchell's business principles. I will have all my employees read it and intend to make it one of the books that I try to re-read annually.

The image of this book shows the 2015 edition which is the revised edition. The book is also listed as 'Revised for the first time'. Yet the title lists the publication date of 2003, which is a reprinted, not revised edition. Completely different cover on the 2003 edition (gold, not yellow ... no red revised label). I ordered 5 copies of this and got a 2003 edition ... not the 2015 edition shown in the photo. FYI ... the new 2015 revised edition goes into detail about internet sales/email, etc. Concepts that were a bit foreign to businesses in 2003 when the internet was still in its infancy. I have a 2015 edition and the chapters are different and the pages are different because 25+ new pages were added. The book itself is a great sales book which really allows you to understand the concept of customer focus. However, the edition information is all wrong here.

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