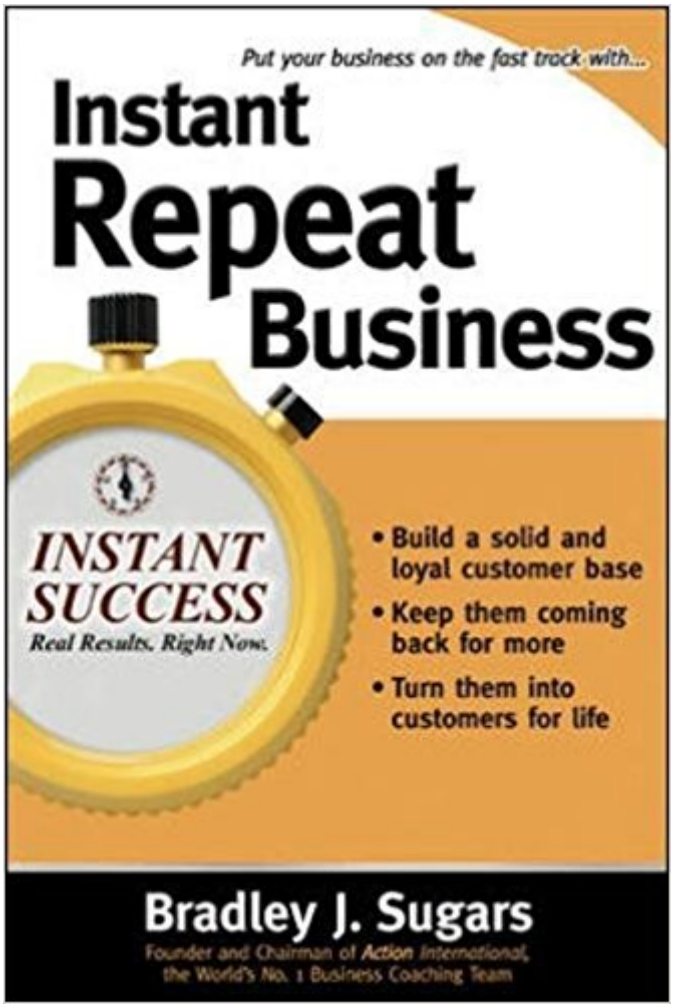
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Instant Repeat Business (Instant Success Series)



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Synopsis

Keep your existing customers happy, loyal . . . and buying. Your promotional campaign worked like a charm and the flow of new customers has been phenomenal. So why are your profits lagging? Maybe because while you were busy chasing after new customers you overlooked your old ones. Self-made millionaire and entrepreneurial expert Brad Sugars shows you how to cultivate a big base of loyal customers who buy, buy, and buy again. Learn how to: Offer exclusive sales that bring your best customers back again and again Delight and win over your customers by continually exceeding their expectations Achieve the dream of keeping your customers for life! Get real results right now when you discover all that Instant Success has to offer! Instant Advertising * Instant Cashflow * Instant Leads * Instant Profit * Instant Promotions * Instant Referrals * Instant Sales * Instant Systems * Instant Team Building * The Business Coach * The Real Estate Coach * Successful Franchising * Billionaire in Training

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Customer Reviews

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Bradley J. Sugars is a world-renowned entrepreneur, author, and business coach who has helped nearly a million clients around the world find business success. Brad is the founder of Action International, a global network of business coaches with nearly 1000 offices worldwide. Brad and the Action International team have refined over 500 business strategies and systems that are used by Action business coaches on six continents.

The book is nothing I haven’t heard before and I really did not like Brad Sugars, he’s all about himself for sure.

Very helpful and practical, I have a small business and this book has given me so many ideas that I am ready to execute.

I found this book to be really helpful because it is full of practical, common-sense ideas to help any business owner attract and keep loyal customers. Brad Sugars explains how to assemble effective newsletters, write "killer" headlines on ads, generate powerful offers, conduct effective "closed-door" sales, and how to move your prospects up your "ladder of loyalty" so that they become your Raving Fans. He also covers in detail the 6 steps to creating a successful loyalty strategy.

Instant Repeat Business explains the process through which entrepreneurs can grow their businesses by encouraging existing customers to return, thus reducing customer turnover rate and turning current customers into a business’s most prized asset: Raving Fans.Instant Repeat Business follows a narrative story starring an auto repair shop owner named Charlie. Through Sugars’ advice, Charlie begins to take Action to move his existing customers through Sugars’ "ladder of customer loyalty." The ultimate goal, explains Sugars, is to turn ordinary customers into Raving Fans who will help entrepreneurs to market their business to other potential customers. "There is no greater business asset," says Sugars, "than Raving Fans."

Simple and effective strategies for SMEs to setup their repeat business thus making it a profitable business - really enjoyed it!

This is a great, easy to read book for businesses looking for ways to keep their loyal customer's coming back again and again.Brad's down-to-earth writing style is easy to understand and he gives you simple strategies that anyone can implement in their business.

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