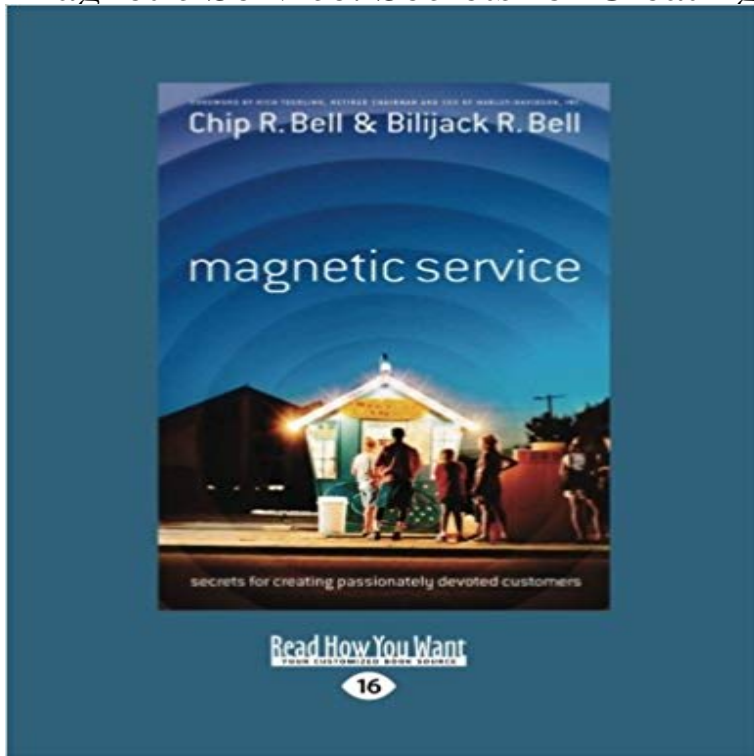


# Magnetic Service: Secrets for Creating Passionately Devoted Customers



Cultivating and keeping customers long - term should be a primary goal of any company, but binding customers to a brand can be challenging at best. This is where magnetic service comes in. In this inspiring book, authors Chip and Bilijack Bell show how any business can create a cult - like following of customers who dont just forgive them when they err but actually help them correct the problem, who dont just recommend them but insist that their friends do business with them. Part 1 explains the seven magnetic service secrets - from Make Trust a Verb to Empower Customers Through Comfort. Part 2 looks at the leadership side of this strategy, emphasizing such qualities as leading naturally, nurturing discovery, and having soul. Dozens of real - life examples illustrate the seven secrets of magnetic service in action and show precisely what leaders can do to create a culture of magnetic service in any organization.

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