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The Proven Way
To Personalize
Sales And
Achieve
Astounding
Results

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

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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.

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Hug Your Customers: The Proven Way to Personalize Sales and Achieve Astounding Results

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.

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Mitchell owns a high end clothing store in Westport, Connecticut.

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Amazon.com: Hug

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Hug Your Customers

"Hug Your People: The Proven Way To Hire, Inspire, And Recognize Your Employees And Achieve Remarkable Results" Jack explains how simple ideas, put into practice, will let your employees know

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how much you value
them.

**Jack Mitchell |
Motivational
Speaker,
Inspirational Author**
...

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Jack Mitchell at Barnes
& Noble.

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Customers: STILL

The Proven Way to

Personalize ...

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Hug Your Customers,
written by Connecticut-
based clothing maven
Jack Mitchell, of
Mitchells/Richards,
purports to teach
readers a "hugging"
system that values
going the extra mile for
clients through various

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Your Customers

The Proven Way

initiatives, responses
and sales tactics. To

start with, this is a

book that will only

really apply if you're in

the retail sector.

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Hug Your

Customers: STILL

The Proven Way to

Personalize ...

And their awesome,

24/7 attention to it,

inspired Jack's first

best-selling book: Hug

Your Customer. So, his

newest tour de force,

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Your Customers

The Proven Way

Selling The Hug Your Customers Way is a brilliant extension of how the Mitchells turn their customer hugging and more, into one of the most powerful selling formulas in retailing today. Jack lays out five enlightened stages of the selling process (plus the last hug -one for good measure), that motivate and inspire their customers and allows them to

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buy.

To Personalize
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Proven Process for**

**...Astounding
Results**

Complete with
anecdotes that
exemplify outstanding
customer service, Hug
Your Customers shows
how any business can
adapt this hugging
philosophy to attract
great staff, lower
marketing costs, and
maintain higher gross

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To Personalize

margins and long-term
revenues.

**Buy Hug Your
Customers: The
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Personalize ...**

"Hug Your People is the perfect sequel to Hug Your Customers. Good customer service starts with happy employees, and Jack Mitchell knows it!" Arthur Levitt, Jr., author of Take on the Street, former chairman, SEC,

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present friend and
customer of Mitchells

"Hug Your People must
be a 'must read' if Jack
Mitchell authored it. He
knows more about ...

Astounding
Results

**Hug Your People:
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Hire, Inspire, and ...**

"Hug Your Customers"
put to the test all
common strategies for
increasing profits and
serves many new
methods on a silver
plate that are seldom

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used.

To Personalize
**Hug Your Customers
PDF Summary - Jack
Mitchell | 12min Blog**

"Hug Your Customers:
The Proven Way To
Personalize Sales And
Achieve Astounding
Results" by Jack
Mitchell is a great book
for entrepreneurs who
operate service
businesses and,
especially, for business
owners who operate
retail operations. Jack

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Mitchell is co-owner
and CEO of
Mitchells/Richards, the
upper-end clothing
retailer.

Astounding

**Hug Your
Customers: The
Proven Way to...
book by Jack
Mitchell**

"Selling The Hug Your
Customers Way: The
Proven Process for
Becoming a Passionate
and Successful
Salesperson for Life."

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Your Customers

The Proven Way

In these three great business books, Jack Mitchell shares the secrets of developing and maintaining loyalty from both your customers and employees and tells you how to sell anything, both in business and in life. Jack reveals the “personalization with people” philosophy behind the culture that has won Mitchell Stores a reputation for

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nurturing the
employee/customer ...

**Jack Mitchell | The
Books | Inspirational
& Motivational
Books**

Hug Your People: The Proven Way to Hire, Inspire, and Recognize Your Employees and Achieve Remarkable Results. "Hugging" is Jack's metaphor for bringing humanity back into the workplace, not necessarily through

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touch but by getting to know, pay attention to and being curious about those we do business with by taking the time to learn what matters to them.

**Jack Mitchell | Hug
Your People |
Motivational ...**

Hug Your Customers:
The Proven Way to
Personalize Sales and
Achieve Astounding
Results (Hardcover)
Published June 11th

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Your Customers
The Proven Way
2003 by Hachette
Books. Hardcover, 304
pages.

**Editions of Hug Your
Customers: STILL
The Proven Way to
...**

Hug Your Customers
(2003) is based on the
author's five decades
of experience in
crafting the perfect
customer-centered
business. "Hugging"
your customers is
about catering to their

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Your Customers

The Proven Way

every need and
organizing your entire
company around them.
Establishing a hugging
culture is the most
effective way to
achieve financial
success and keep your
customers happy.

**Hug Your Customers
by Jack Mitchell -
Blinkist**

Hugging your
customers, he says,
has nothing to do with
being touchy-feely

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The Proven Way

around them and everything to do with offering them over-the-top service. For Mitchell, that means literally offering a...

Astounding
Results

Nonfiction Book

Review: HUG YOUR CUSTOMERS: The Proven Way ...

Filled with accessible advice, personal case studies, and tips any businessperson can use for any business, Hug Your Customers is

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an energizing blueprint
for customer and
employee retention,
increased per capita
spending, and
groundbreaking
success. ©2003 Jack
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studies and tips any

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