

St. Paul Pioneer Press

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Executive Read review by Mike Nyberg

Who: Mike Nyberg, founder and chief executive officer of Packnet Ltd., Burnsville



What: "Customer Satisfaction is Worthless, Customer Loyalty is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know" by Jeffrey Gitomer

Why: "This book has a catchy and intriguing title. It asks the questions: Are satisfaction and loyalty different? Doesn't satisfaction lead to loyalty? I have been in business for nearly 22 years and have always prided myself on customer satisfaction. Many companies craft commercials on their satisfaction ratings, but Gitomer points out, "It's not that satisfaction is bad, it's just the lowest rung on the acceptable ladder. Loyalty being the highest rung." This book illustrates how to climb to the highest rung.

"It's laid out in an easy-to-read, page-turning format. It's full of self-evaluation tests that may hurt to take but help you assess where you and your company rate on the pursuit of loyalty. Gitomer highlights helpful hints and challenges with captions, 'Get Real' and 'Just Try This.' There are plenty of real-world examples that made me applaud and cringe. Much of what Gitomer illustrates is logical and common-sense, but knowing and doing are definitely not the same.

"Business books I've read in the past I have contemplated, employed a few things (from them) and then put them on my bookshelf. This book challenged me to take my business to a whole new level. It is a book that will remain on my desk and become our company handbook for service, sales and how to treat people in general."