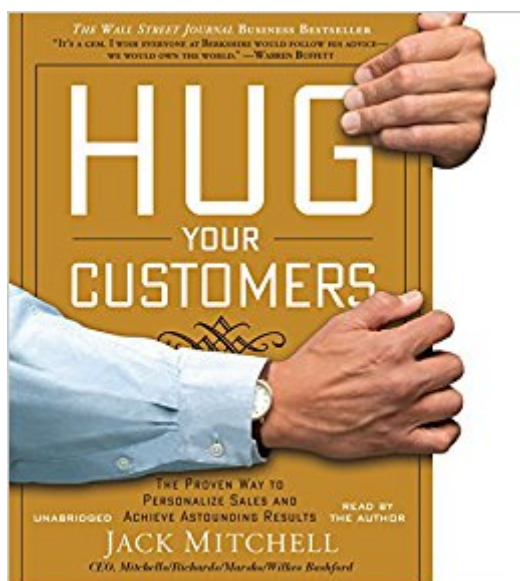


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# Hug Your Customers: STILL The Proven Way To Personalize Sales And Achieve Astounding Results



## Synopsis

Revised and updated for the first time- 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 Jack Mitchell's classic 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-new customers, repeat customers-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 for any business, 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

If you work at a Fortune 500 company and live in southern Connecticut or New York's Westchester County (two of Manhattan's most affluent suburbs), chances are you buy your suits at Mitchells (in Westport, Conn.) or Richards (in Greenwich, Conn.). These two independent clothing stores are some of the most successful in the business and outfit CEOs from Chase, GE, IBM, Merrill Lynch and Pepsi. Mitchell, whose father started the business, shares the secret of his success in this unoriginal but cheerful guide to keeping customers happy. Hugging your customers, he says, has

nothing to do with being touchy-feely around them and everything to do with offering them over-the-top service. For Mitchell, that means literally offering a customer the coat off your back, if that's the only one left in the store in the customer's size and preferred style and color. It means going to customers' homes to tie their bow ties for big events. It means serving coffee and bagels in the store and giving away hot dogs in the parking lot on summer Saturdays. Some might view this as fawning, but for Mitchell, it's the best way to keep customers coming back. His advice-know your customer, think outside the box, have a "no problem" attitude-is hardly groundbreaking. But those who work with customers daily have much to gain from this chipper, inspiring handbook. Copyright 2003 Reed Business Information, Inc. --This text refers to the Hardcover edition.

"It's all about service! That's what they taught me as a sales associate at Richards in the 70's and it's what they continue to show me as a customer in the year 2000. What a pleasure buying clothing from people who make you feel like family." "I have been a customer and a friend of the Mitchells for many years and from day one everyone has greeted my wife and me with a hug, a smile and often times a good joke! They have been a beacon--and a leader--in developing sincere and deep relationships with their clients." --This text refers to the Hardcover edition.

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.

Was almost creepy how many times this guy uses the word "hug" in this book. All it goes over is stories about how to go over the top with customer service. Nothing new here

Every businessperson should read this book. It should be required reading in every business school. While other retailers are reducing service to keep overhead down, Jack Mitchell marches to a different drummer. By giving exceptional service to his customers and by treating his associates wonderfully--and indeed doing so does increase costs--his company, Mitchells receives repeat business from satisfied customers as well as referrals. The benefits the company receives more than make up for the added costs because Mitchells has less marketing costs--the company doesn't have to advertise as much as other companies. Every business can do what Mitchells does. It's not all that complicated. Too bad most businesspeople don't get it. Operating a customer-driven business like Mitchells is also a more enjoyable way to work. Instead of hassling customers you hug them--and they hug you back! Customers and employees are happier--and when people are happier, it creates an excellent work environment. "Hug Your Customer" has dozens of anecdotes that support Mitchell's premise that are wonderful lessons, plus this is a fun book to read.

The Mitchell family has worked hard from day one to deliver more than their customers expected, and this book is no exception. If you want to succeed at what you do, there is plenty of inspiration right from the very first chapter--I can't wait to see what they are up to in 2030...Well done!

I read Mr Mitchells books at my local library and had to purchase copies for myself. His second book is "Hug your people". This one being "Hug your customers". These two books together for me are the best how to guides on how to operate a business using the "HUG" philosophy. If every business operated like Mr Mitchells companies do then life would be light years better for employees and businesses alike.

The whole principle of this book is basically to go above and beyond for customers... Kind of seems obvious. The whole book seemed to be about his families business, very little transferred over into

to my business, except to go above what the customer would normally expect in the way of service "hug the customer". Didn't pull much out of this one.

My husband works in sales and customer service and he loved this book!

I experienced this myself, because I was an employee of Jack, and his Brother, Bill, before this book was ever written. To be fortunate enough to learn the right way to treat customers, and people in general, gave me a base knowledge that allowed my career to be as successful as it has been. From the first day I started, until I left to go to the wholesale side of the apparel business, the principles that were instilled into me, and every employee at Mitchell's, gave each of us the foundation to be successful in life. Today, years later, I still use in my business the customer service techniques and attitudes the Mitchell's taught me. I teach these same principles to my people, and those I present to. It's contagious, because the more effort you put forth to satisfy a customer, the greater your business will grow. I still have the "Hug Your Customer" passion, thanks to Jack and Bill Mitchell, and I hope you catch it when you read this fine book. You won't regret it for a second.

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