

---

# Friction Reward Be Your Customer S First Choice

---

The Railway Age Monthly and Railway Service Magazine  
 The Dietetic & Hygienic Gazette  
 Ignore Your Customers (and They'll Go Away)  
 Driving Retail Transformation  
 Friction  
 Radical Business Agility  
 Creating Customers for Life  
 The Accessory and Garage Journal  
 Product-Led Growth  
 Motor  
 The Human Element  
 Can Friction Improve Your Customers' Experiences?  
 Factory  
 Atomic Habits  
 Friction Free Sales and Marketing  
 Brainfluence  
 The Convenience Revolution  
 Dental Digest  
 No More Customer Friction  
 Friction  
 Dietetic and Hygienic Gazette  
 The Customer of the Future  
 Smart Customers, Stupid Companies  
 Mosby's Textbook for Long-Term Care Assistants  
 Smart Retail  
 The Frictionless Organization  
 Friction/Reward  
 Focusing on Your Customer  
 Dentist's Magazine  
 Selling Through Tough Times: Grow Your Profits and Mental Resilience Through any Downturn  
 Running Lean  
 Should You Punish Or Reward Current Customers?  
 Absolute Honesty  
 Generations, Inc.  
 Friction/Reward  
 The American Photo Engraver  
 Friction/Reward  
 "FRISPECT" - Turn Friction Into Mutual Respect  
 The Maximized Entrepreneur  
 The Effortless Experience

*Friction Reward Be Your  
Customer S First Choice*

*Downloaded from  
<ftp.bonide.com> by guest*

---

## ASHLEY BEST

---

### **The Railway Age Monthly and Railway Service Magazine**

John Wiley & Sons  
 Vols. 24, no. 3-v. 34, no. 3 include:  
 International industrial digest.

*The Dietetic & Hygienic Gazette*  
 powerHouse Books

Learn how frictionless organizations cut costs, grow revenue, and create loyal fans by creating products and services that work so well, their customers never have to contact them for the wrong reasons. This book will help any customer-facing organization deliver better customer experiences, save money, and increase revenue. Veteran customer service experts Bill Price and David Jaffe, coauthors of the bestseller *The Best*

*Service Is No Service*, explain how organizations can design products, sales, and support so that customer effort is reduced or, better still, removed. This simplicity for the customer is what Price and Jaffe call frictionless. The book defines a straightforward methodology, drawing on more than thirty practical examples from leading companies across four continents. The approach provides a radically different way for the whole business to focus on the customer experience. It explains how any organization can look at all customer interactions as potential opportunities for improvement and question whether they are helpful or represent symptoms of friction. Lower friction innovators are disrupting established businesses in every industry. This detailed guide shows how any business—from start-ups to major

multinational corporations—can remove friction. Being frictionless has become a strategic necessity, and now this strategy is available to any organization.

*Ignore Your Customers (and They'll Go Away)* Pearson UK

Dishonesty does not pay, and in the wake of headlines involving the likes of Enron, WorldCom and Tyco, organizations need to establish ways of maintaining cultures where open, honest communication is the norm. This handbook demonstrates how readers can maintain an environment in which employees speak their mind without fearing reprisal, and truthfulness and accountability show themselves for what they are: business assets. The authors offer a toolbox of strategies that can be used to improve an organization's ability to confront and resolve difficult issues. Provocative and sensitive issues are also

addressed, including dealing with a difficult or even dishonest boss, "agreeing to disagree", and accepting criticism without becoming defensive. Many examples, both positive and negative, are given, along with scenarios, anecdotes and quotations.

#### *Driving Retail Transformation*

BrownBooks.ORM

An indispensable guide to thriving in a challenging sales environment As a sales professional, you know that it's harder to sell in tough times—whether it's a recession, industry-wide challenge, or global pandemic. You may also have noticed that some salespeople and managers not only survive, but thrive through tough times. How do they do it? What do they do to thrive through adversity? Paul Reilly explains it all in *Selling Through Tough Times: Customers buy differently in tough times, so salespeople need to sell differently in tough times.* In this eye-opening and indispensable guide, he shows how to develop the right mindset and adapt your skills to prevail in even the most challenging selling climate. His plan includes both immediate, hands-on action plans (including six Daily Mental Flex activities) as well as longer-range strategies to ensure you (and your team) never get caught on the back foot again. While the principals of selling are constant, Reilly demonstrates how changing your tactics in tough times will not only help you through current difficulties, but help you emerge stronger. You'll discover how to redefine value in customer terms, reposition products and services, and how to employ different persuasion tactics. You'll also learn how to select and pursue the right opportunities, win more deals, and—crucially—protect profit by embracing the "tough timers" mental attitude. Tough times are inevitable and often unpredictable. But in *Selling Through Tough Times*, you'll find the tools and mindset you need to power through them—and come out on top.

#### *Friction* AMACOM

Smart Retail reveals what the most successful retailers in the world know and how you can apply their secrets to your own business. Fully revised and updated, this new edition includes the latest success stories, new ideas and strategic and tactical thinking to help grow your sales. Based on one simple question, which Richard Hammond posed to the world's leading retailers: 'What makes you so good?', Smart Retail shows you how to use some of the best winning ideas, strategies and tactical thinking. Discover the secrets of great retailing Boost sales

with practical advice from the best retailers in the world Learn how to delight customers and keep them coming back for more Covering everything from creating the ultimate retail experience to understanding your customer and the importance of a motivated team, this is the book that will equip managers, ambitious team-workers, retail entrepreneurs and indeed anybody who sells direct to customers, with practical winning ideas and strategies. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

*Radical Business Agility* Callum Roche Convenience is King When you make it easier for customers to do business with you, they will reward you with their money, their loyalty, and their referrals. There's a reason they call it a convenience store - because it's convenient! When you have to pick up a gallon of milk, would you rather stop by a large supermarket or a 7-Eleven? Customers who shop at convenience stores know the selection is smaller and the prices are often higher...yet they still come in droves because of the ease of purchase. What about the minibar in your hotel room? That's convenient too...but the convenience comes at a cost. Did you ever stop to think that the same \$5.00 can of Coca-Cola in the hotel's mini-fridge can be bought down the hall from the vending machine for just \$1.25? Yet even with that can of Coke being four times more expensive, hotels are restocking minibars every day. Customers will pay for convenience. And they'll choose to do more business over time with the people and companies that make their lives more convenient! Whether you're trying to out-service a competitor or disrupt an entire industry, creating less friction and being more convenient for your customers should be your strategy. When you raise the convenience bar, you create the next level of amazing customer experience. This book shows you how to leverage convenience as a powerful way to differentiate yourself from your competition. You'll learn six compelling strategies, supported by numerous

examples and case studies that will fuel your plan to create a focus on convenience for your customers. The value proposition is both simple and profound: when you reduce friction and make it easier for customers to do business with you, they'll reward you with their money, their loyalty, and their referrals. That's the advantage of being a part of The Convenience Revolution. *Creating Customers for Life* Sound Wisdom The conventional wisdom in e-commerce is that the purchase process should be seamless and fast, lest consumers stop to reconsider their decisions and abandon their carts. But friction that gives them time to think through buying decisions can result in more satisfied, more engaged customers, the authors argue. Different kinds of online sales might benefit from more or less friction; an assessment that accompanies the article can help managers determine what is appropriate in their own situation.

#### *The Accessory and Garage Journal* Harvard Business Press

Wall Street Journal bestseller Watch your most innovative ideas take flight by overcoming the forces that resist change The Human Element is for anyone who wants to introduce a new idea or innovation into the world. Most marketers, innovators, executives, activists, or anyone else in the business of creating change, operate on a deep assumption. It is the belief that the best (and perhaps only) way to convince people to embrace a new idea is to heighten the appeal of the idea itself. We instinctively believe that if we add enough value, people will eventually say "yes." This reflex leads us down a path of adding features and benefits to our ideas or increasing the sizzle of our messaging - all in the hope of getting others on board. We call this instinct the "Fuel-based mindset." The Fuel-based mindset explains so much of what we do, from adding countless trivial features to software, to bolting a sixth blade onto a shaving razor. By focusing on Fuel, innovators neglect the other half of the equation - the psychological Frictions that oppose change. Frictions create drag on innovation. And though they are rarely considered, overcoming these Frictions is essential for bringing new ideas into the world. The Human Element highlights the four Frictions that operate against innovation. Readers will discover: Why their best ideas and initiatives often get rejected - despite their undeniable value How to disarm the forces of resistance that act against change How to transform the very Frictions that hold us back into catalysts for change Perfect for business

leaders, product managers, educators, and anyone else who seeks to bring new and exciting ideas to life, *The Human Element* is an indispensable resource to help people overcome the powerful forces of human nature that instinctively resist change.

**Product-Led Growth** "O'Reilly Media, Inc." Welcome to *The Maximized Entrepreneur*, an elite marketing playbook to help you earn more while working less. Whether you've got an existing business or just starting out, this is your blueprint to maximizing profits, reducing expenses all while creating a mass surge in customers that are willing to pay you more. *The Maximized Entrepreneur* is the ultimate playbook to earn more, work less and create more freedom in your life to do the things you love. In this book you'll learn:

- How to automate your business and cut expenses.
- How to avoid competing and crush the competition.
- How to maximize profits through unique systems.
- The easiest and fastest way to double your business.
- How to stop discounting and start commanding the prices you deserve.
- The most powerful questions to ask in any sale.
- How to create an irresistible offer for your market.
- The best way to gain credibility and expert status.
- Why most businesses don't get referrals and how you can build a referral machine.
- Any way more...

**Motor** Pearson UK

A guide for getting higher customer scores by eliminating transactional process mistakes, incompetence, inadvertent missteps, and common customer complaints

**The Human Element** Amacom Books 'Essential reading for any retail leader' – Paula Bobbett, Chief Digital Officer, Boots UK The pace of change in retail is accelerating. Will you be a passenger, or the driver? Retail leaders face disruption on every side: rapidly changing consumer habits, a fiercely competitive and dynamic environment, market volatility and more. But transforming in response, while necessary, is easier said than done. *Driving Retail Transformation* gives you the strategies and techniques you need to lead your organization through the journey of transformation in an age of uncertainty. Discover the 'how' of transformation through a flexible framework that can be applied to any type of retail change, and at all stages of the journey. Overcome the common challenges and avoid the critical mistakes that derail so many transformation initiatives. Featuring road-tested practical tools and techniques, *Driving Retail Transformation* allows retail leaders to accelerate progress, deliver

successful business transformation and build a better future for customers, colleagues and the business. 'Like condensing a whole degree in strategic change management into one book' - Joe Murray, Former CEO, Internet Fusion Group, Worldstores Oliver Banks is an expert consultant working with senior leaders to transform retail businesses and operations. One of the most influential voices in retail, Oliver is a LinkedIn Top Voice, host of the Retail Transformation Show podcast and keynote speaker, and advises on navigating transformation and the ever-evolving world of retail.

**Can Friction Improve Your Customers' Experiences?** Penguin

Now that five different generations are on the job simultaneously--from Traditionals to Generation Y to Millennials--it's important for companies to understand how their people can not only coexist and cooperate, but thrive together as a team. Written by Meagan and Larry Johnson, a father-daughter team of two generational experts, *Generations, Inc.* offers the perspectives of people of different eras to elicit practical insights on wrestling with generational issues in the workplace. This book provides Baby Boomers and Linksters alike with practical techniques for: addressing conflicts, forging alliances with coworkers from other generations, getting people with different values and idiosyncratic styles to work together, and running productive meetings where all participants find value in each other's ideas. The generation we were born in influences our expectations, actions, and mind-sets. *Generations, Inc.* includes realistic strategies for relating to your team members' different views of loyalty, work ethic, and the definition of a job well done--and tips to make those perspectives work together to strengthen your workforce and grow your business.

**Factory** Createspace Independent Pub This business book is great for leaders, middle managers and entrepreneurs interested in the following categories; Small Business Entrepreneurship Marketing Strategy Branding Customer Experience Make it easy for customers to choose you; whatever your business, product or service. With customers now subconsciously weighing up their massively expanded options in terms of purchase friction (how easy it is to spend) and shopping reward (the extras inherent to the buying experience); your job is to make it easy for them to choose you. When is high friction bad? Friction includes frustrations like putting a coin in a supermarket trolley lock, too many clicks, and hidden frictions from awkward

presentation, process and offer. Reward includes quality of business support, amazing retail environments, even emotional issues such as trust and belonging. When is high friction good? What value do different customers place on friction and reward across different buying scenarios? How can I benchmark against competitors? And, where are the big opportunities and where should we focus effort and resource? How do I market improved experiences to win customers? *Friction Reward* teaches you how to understand, measure and improve every single possible customer interaction by applying techniques outlined in the book to your customer experiences and organisations. Readers will: Create easier, faster and improved customer experiences by reducing friction and increasing reward. Discover how reducing friction attracts new customers, increases spend from existing ones and gives you a competitive advantage. Understand how the world's leading retailers, B2B sellers and public service providers are winning using these insights. Learn how to apply practical tools and technologies to their own customer and user scenarios both online and in the physical world. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed. **Atomic Habits** HarperCollins Leadership Everyone knows that the best way to create customer loyalty is with service so good, so over the top, that it surprises and delights. But what if everyone is wrong? In their acclaimed bestseller *The Challenger Sale*, Matthew Dixon and his colleagues at CEB busted many longstanding myths about sales. Now they've turned their research and analysis to a new vital business subject—customer loyalty—with a new book that turns the conventional wisdom on its head. The idea that companies must delight customers by exceeding service expectations is so entrenched that managers rarely even question it. They devote untold time, energy, and resources to trying to dazzle people and inspire their undying loyalty. Yet CEB's careful research over five years and tens of thousands of respondents

proves that the “dazzle factor” is wildly overrated—it simply doesn’t predict repeat sales, share of wallet, or positive word-of-mouth. The reality: Loyalty is driven by how well a company delivers on its basic promises and solves day-to-day problems, not on how spectacular its service experience might be. Most customers don’t want to be “wowed”; they want an effortless experience. And they are far more likely to punish you for bad service than to reward you for good service. If you put on your customer hat rather than your manager or marketer hat, this makes a lot of sense. What do you really want from your cable company, a free month of HBO when it screws up or a fast, painless restoration of your connection? What about your bank—do you want free cookies and a cheerful smile, even a personal relationship with your teller? Or just a quick in-and-out transaction and an easy way to get a refund when it accidentally overcharges on fees? The *Effortless Experience* takes readers on a fascinating journey deep inside the customer experience to reveal what really makes customers loyal—and disloyal. The authors lay out the four key pillars of a low-effort customer experience, along the way delivering robust data, shocking insights and profiles of companies that are already using the principles revealed by CEB’s research, with great results. And they include many tools and templates you can start applying right away to improve service, reduce costs, decrease customer churn, and ultimately generate the elusive loyalty that the “dazzle factor” fails to deliver. The rewards are there for the taking, and the pathway to achieving them is now clearly marked.

*Friction Free Sales and Marketing* National Geographic Books

Closing individual sales, in most businesses, is not enough for success. Success depends on developing profitable lifetime relationships with customers. But gaining customer loyalty requires hard work, care, and attentiveness. In this book, you'll learn to assess the lifetime value of a customer, and why it makes sense to build loyalty among your target customers. You'll also learn to: - Understand the service-profit chain - Leverage the interrelationships among customer satisfaction, customer loyalty, employee capability, and company profitability - Build and refine a process for delivering extraordinary value to your

customers

*Brainfluence* McGraw Hill Professional  
Your customer feels resistant. It's a natural response whenever you attempt to influence someone. There are 3 types of psychological resistance: Resistance to your sales process, to your offer, and to change itself. The people you influence will experience at least one of these, if not all. When you understand resistance, and the psychology of persuasion, closing the sale becomes effortless. You remove the psychological barriers and buying is the obvious next step. Traditional sales techniques don't address your customer's resistance. They'll teach you fancy closing techniques and ways to boost benefits, but the resistance is still there. What you want is a sales strategy (or marketing strategy) that keeps your customer moving forward. Without friction. That's what *Friction Free Sales and Marketing* gives you. It draws from research on the psychology of resistance and shows you how to make your sales process (or any form of persuasive communication) friction free. You'll learn: What's going on inside your customer's mind and what stops them in the sales process. How to address the three types of resistance so you won't have to push to get your customer moving. How and when your sales process creates resistance and how to fix it. How to lower refund rates. (Buyer's remorse comes from resistance left after the sale.) How to sell more without adding any additional benefits or costs. The psychological principles in *Friction Free Sales and Marketing* will improve your persuasive writing and copywriting, marketing, selling to groups, selling face-to-face, selling to big companies, and negotiation skills. Reducing resistance amplifies all your persuasion skills. The psychology of resistance is universal. You'll increase your conversion rates with less effort and at a lower cost. It's persuasion without pushing or hype. Get *Friction Free Sales and Marketing* and discover the 18 strategies that reduce resistance. You'll find dozens of examples and worksheets to help you understand and fully implement each strategy today.

*The Convenience Revolution* Elsevier Health Sciences

"FRISPECT" is a work of fiction based on real-life incidents. The backdrop is modern-day corporate America but the book is for anyone who loves to indulge in a bit of self-reflection, especially

millennials in the workforce and their parents. The story underscores and celebrates the power of harmony - the power that transforms friction into mutual respect engendering the qualities of value-creation, introspection, compassion, and forgiveness to make us better and happier individuals.

*Dental Digest* Simon and Schuster  
Practical techniques for applying neuroscience and behavior research to attract new customers *Brainfluence* explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums. This scientific approach to marketing has helped many well-known brands and companies determine how to best market their products to different demographics and consumer groups. *Brainfluence* offers short, easy-to-digest ideas that can be accessed in any order. Discover ways for brands and products to form emotional bonds with customers Includes ideas for small businesses and non-profits Roger Dooley is the creator and publisher of *Neuromarketing*, the most popular blog on using brain and behavior research in marketing, advertising, and sales *Brainfluence* delivers the latest insights and research, giving you an edge in your marketing, advertising, and sales efforts.

*No More Customer Friction* FT Press

When a new girl at the private school Alex attends starts rumors about Alex's favorite teacher, Alex and her eighth grade classmates are not sure how to act around him or one another.

*Friction* John Wiley & Sons

Creating - and keeping - customers is the measure of your company's success. Spend an hour with Scheuing's book and learn to build customer loyalty that will bring you "customers for life." Find ways to delight your customers, and you'll find rewards that translate into the more profit and more business for your organization.