



How to Talk to Customers: Create a Great Impression Every Time with MAGIC

Diane Berenbaum, Tom Larkin

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Filled with case studies and anecdotes, *How to Talk to Customers* demystifies the most critical aspect of customer service: conversations employees have every day with customers. In this must-have resource, Diane Berenbaum and Tom Larkin outline a proven system based on their **MAGIC** customer service training program. **MAGIC**, which stands for **M**ake **A** **G**reat **I**mpression on the **C**ustomer, can help anyone become the type of communicator that makes their customers feel special.

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