

**Okay, let's tell it like it is.**

**Here's the straight truth about customer service – the good, the bad and the ugly. No propaganda. No goody-two-shoes thinking. Just an honest look at what it's like out there in the real world where you work every day.**

**Call them what you want customers... passengers...patients...clients.... These are the people who buy and use the products you sell or the services you provide. Sometimes they make work a pleasure, and sometimes they're hard as nails. Day in, day out, they make you earn your money.**

**Well, here's how to make a hard job a whole lot easier.**

**This isn't a boring book of rules. You won't run into complicated concepts, and you won't find a preachy list of "should's" and ought to's." What you get is 31 pages packed with raw truth.**

**This is stuff you can use.**

**You want to be good—really good—at what you do? Just read this booklet, and put these ideas to work.**