



The Apple Experience: Secrets to Building Insanely Great Customer Loyalty

Carmine Gallo

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Praise for *THE APPLE EXPERIENCE*

"There are three pillars of enchantment: likability, trustworthiness, and quality. The Apple experience is the best modern-day example of all three pillars. Carmine's book will help you understand and implement the same kind of world-class experience."

--Guy Kawasaki, author of *Enchantment* and former chief evangelist of Apple

"Carmine Gallo explains beautifully and simply just what makes the Apple retail experience so successful. No matter what kind of business you are in, there are insanely valuable lessons in this book!"

--Garr Reynolds, author of *Presentation Zen* and *The Naked Presenter*

"At its core, this book is not about Apple. It's about delivering the best experience possible." **--Tony Hsieh, *New York Times* bestselling author of *Delivering Happiness* and CEO of Zappos.com, Inc.**

"An exciting resource for any business owner in any country who wants to reimagine the customer experience."

--Loic Le Meur, CEO, LeWeb

"Why can't other retail experiences be as great as an Apple store's? Not only does Carmine Gallo answer that question brilliantly, but he shows precisely how to make sure your customers never ask it about your business."

--Matthew E. May, author of *In Pursuit of Elegance* and *The Laws of Subtraction*

"Carmine Gallo gets to the magic of Steve Jobs: Touching people's lives. This simple, yet delightful vision should be at the heart of every retail interaction in the world today."

--Peter Steinlauf, Chairman, Edmunds.com

"This magnificent collection of insights illuminates the way for anyone who wants to create a truly great experience, whether in retail, service, or software. "

--Dan Roam, author of *The Back of the Napkin* and *Blah Blah Blah*

Reinvent your business to deliver Apple-like customer satisfaction and profits

In *The Apple Experience*, internationally bestselling author Carmine Gallo details the principles and practices behind this total commitment to the customer and explains how your brand can achieve outstanding results by delivering this same high standard of service.

Carmine Gallo interviewed professionals at all levels who have studied Apple, and he spent hundreds of hours observing the selling floor in Apple's retail space and learning about Apple's vision and philosophy. Using insights and data from these sources, he breaks down Apple's customercentric model to provide an action plan with three distinct areas of focus:

- **Inspire Your Internal Customer** with training, support, and communications that create a "feedback

loop” for improving performance at every level

- **Serve Your External Customer** with irresistible brand stories and dedicated salespeople who embody the APPLE five steps of service-- *Approach, Probe, Present, Listen, End with a fond farewell*
- **Set the Stage** by ensuring that no element is overlooked in creating an immersive retail environment where customers can see, touch, and learn about your products

With *The Apple Experience*, you can improve the return on your investment in retail by adding real value to every customer interaction. Better still, any business that deals with people--employees or customers--can adopt the techniques to achieve Apple-like market dominance by enriching lives, building loyalty, and reimagining the customer experience.

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Ruth Westlund:

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