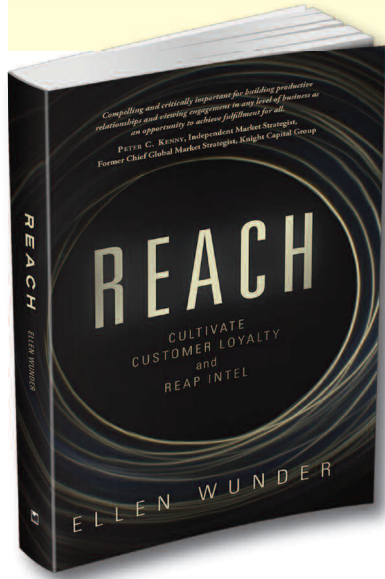


# REACH: Cultivate Customer Loyalty and Reap Intel

Packed with practical applications that you can use with your organization right now.



Customers are at the core of every aspect of business. This simple fact makes it crucial to cultivate customer loyalty. Even for the best companies, identifying the disconnect between attempts to be great in the eyes of customers and how customers actually respond is not always an easy task. That's where Ellen Wunder steps in.

Ellen has Reached thousands of her clients' B2B customers, helping them to differentiate their businesses in a way that the electronic world can never match. In *Reach: Cultivate Customer Loyalty and Reap Intel*, Ellen reveals insights into her time-tested system by uncovering the five common Loyalty Leaks™ that weaken or destroy customer relationships. Readers learn techniques to keep customers informed about valuable products, programs, and services while creating authentic connections in an impersonal world.

#### Editorial Review from SPR:

Reach is often funny and thoroughly readable. The book is loaded with very practical and actionable advice. If taken seriously, it will help you in your relationships with colleagues, sales clerks, and family members as well as customers. This is a very well-written, useful, and quietly powerful book. It deserves to be read. If you are involved in business-to-business sales or customer service, it could change your approach, and maybe change your life.

– Self-Publishing Review



#### Testimonials:

Compelling and critically important for building productive relationships and viewing engagement in any level of business as an opportunity to achieve fulfillment for all.

– Peter C. Kenny, Independent Market Strategist

Former Chief Global Market Strategist, Knight Capital Group

In this book, Ellen has nailed the most important ingredient for sales success: namely, the critical need to establish trust with prospects and buyers before you try to sell them something. In today's pressure-packed environment to succeed, most sales reps, managers, and owners have forgotten this most basic truth. Every sales or business person should read, study, and implement what is in this book.

– Steve Clark, CEO New School Selling, Inc.

*Reach* is a reminder that human connection has been, is, and always will be the most important strategic advantage in any business. This reminder brings us back to the basics and is useful not just for our work but for our lives.

– Valerie I. Sessa, PhD, Associate Professor,

Department of Psychology, Montclair State University

This book is a valuable asset to any manager. It is CRITICAL that customer relationships run deeper than any one salesperson or department, and that customers feel a connection to the entire company. We must foster a culture of empathy and understanding of the 'whole' business of our customers.

– Jason VanderPloog, SVP Operations, Net Access



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- **Author Bio:** At Reach Customers LLC, Ellen and her team of Reach specialists provide concierge quality customer outreach services for companies with a relentless desire to cultivate unshakeable customer loyalty. Ellen Wunder has Reached thousands of customers, giving them new reasons to love her clients. Ellen has been called "an executive's secret weapon," revealing what customers do, want, and lose sleep over.
- **Marketing Support:** Press releases, online marketing through Blue Tech Marketing LLC, published interview series (through 2016) with business leaders, email and direct mail campaigns, local book signings.