



Customer Chemistry

Mary Naylor

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Techniques to reap more business from fewer customers

Mary Naylor transformed Capitol Concierge from a small, struggling start-up into a hugely successful corporate concierge service. *Customer Chemistry* chronicles how she did it and how readers can use Naylor's innovative customer relationship management and marketing approaches in their own firms. *Customer Chemistry* presents a systematic blueprint for identifying top-line, value-added customers and then focusing marketing efforts on them, increasing incremental profits while decreasing the time and money wasted on marginal customers. Real-life examples, quizzes, and worksheets detail Naylor's revolutionary *Customer Chemistry* process, including:

- 8 rules for building solid, long-lasting customer chemistry
- 10 technology breakthroughs proven to enhance customer retention
- Techniques to master the art of "just-in-time marketing"

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