




Build a Continuing Relationship, Workbook 3 (Crisp Retailing Smarts)


By Robert Taggart



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In Workbook 3: Build a Continuing Relationship, the retail sales associate will learn how to honor manufacturers' warranties, how to adhere to the company's return policy, and how to handle customer complaints graciously. By showing the customer that the store stands behind what it sells, the sales associate can help extend the customer relationship beyond the initial sale and build customer loyalty.

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