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## Coaching Knock Your Socks Off Service

Ron ZEMKE, Kristin ANDERSON


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"A wealth of customer knowledge and experience . . .  
comprehensive, witty, and engaging."

—JAMES B. MILLER,  
author of *The Corporate Coach*



Ron Zemke & Kristin Anderson  
Authors of the bestselling *DELIVERING KNOCK YOUR SOCKS OFF SERVICE*  
and *KNOCK YOUR SOCKS OFF ANSWERS*

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**Ron ZEMKE, Kristin ANDERSON : Coaching Knock Your Socks Off Service** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Coaching Knock Your Socks Off Service:

44 of 46 people found the following review helpful. THE best book on customer service out there !By A CustomerThis is a superb book. I recommend it to everyone. It has a delightful fun tone about it, easy to read with lovely cartoons it is THE book to read on how to easily simply coach your staff about customer service.... AND get them to pay attention actually do it ! It is so logical so effective. I am a customer service consultant to the top 100 I find this book invaluable. You MUST read it !0 of 0 people found the following review helpful. Four StarsBy NCAWorks like a charm!0 of 0 people found the following review helpful. Five StarsBy Bonnie EtheridgeGreat!

Knock your socks off service doesn't just happen. It requires coaching on an ongoing basis. Now, thanks to authors Kristin Anderson and Ron Zemke, supervisors have a practical guide to the day-to-day challenges that arise in training superior customer service people. This newest Knock Your Socks Off book explains how to help frontline employees hone their skills, maintain the motivation to perform, and meet new situations head-on. The authors present a model for successfully coaching anyone, anywhere, and they show readers how to apply it in familiar coaching situations. Everyone can appreciate Zemke and Anderson's strategies for handling the toughest coaching problems. And they will learn a most important new skill—teaching employees to be peer coaches, a growing need in the current era of teams and of doing more with less.

Top performers in sports and the performing arts never outgrow their need for coaching, say authors Ron Zemke and Kristin Anderson, so why should your front-line employees be any different? On the contrary, they insist, workers also need ongoing encouragement and assistance in order to upgrade their customer-service skills, maintain their daily motivation, and enhance their ability to react when new problems arise. Coaching Knock Your Socks Off Service, the latest entry in a popular series, offers a series of solid suggestions for achieving first-rate customer service in any business environment through sustained coaching by management and employees themselves. About the Author RON ZEMKE is founder of Performance Research Associates and has authored or co-authored twelve books, including the Knock Your Socks Off series and Service America! This is the fifth book in the Knock Your Socks Off series, which has also engendered three major training programs, eleven films, and even a board game! KRISTIN ANDERSON is a principal of Performance Research Associates, co-author of two previous Knock Your Socks Off books, and author of Great Customer Service on the Telephone (AMACOM).