

Book Review:

Courting the Customer: A workbook to help you better understand the relationship between you and your Ideal Customer

By Michael Pallini

Most businesses are started with a vision and a dream. Realizing that dream depends upon how well one can build solid, profitable relationships with “ideal customers.” So notes author and marketing professional, Michael Pallini, in his new book, *Courting the Customer: A workbook to help you better understand the relationship between you and your Ideal Customer*.

Pallini’s book outlines the steps needed to develop such relationships and offers guidance on how to better understand customers, how to gain their trust, and how to fulfill their needs.

“It’s that attitude of giving the customer what he or she wants that is the precursor to true success in a new business,” writes Pallini. “Businesses that have achieved a true relationship with their customers have an extremely loyal customer base. And to achieve this, one must learn to court the customer – as if you were dating.”

Throughout the book, the author poses questions that will really make the reader think. Questions such as: What does your ideal customer look like? How do you communicate with your ideal customer? What do you need to start doing to make them satisfied? Based on his experience, he acknowledges that most new business owners are so busy working “on” the business, they forget about working “in” the business – they forget that their focus must be on the Ideal Customer for whom they started the business in the first place.

Mike LoConte, President of Advantage Systems, Inc. states, “Everyone in business should read this book...Knowing how to understand and treat your customer is essential to success. Pallini keeps it simple and puts it in a context that makes it easy to understand.”

William M. Clutier, Executive Vice President of RegionalHelpWanted.com, Inc, says this about the author. “Mike Pallini is the consummate salesperson. His focus is unfailingly on the customer and his or her needs.” *Courting Your Customer* reflects Pallini’s passion for customers.

This is a book that can be read at the airport, on the plane, or in any situation where you find yourself with a bit of time on your hands. Although a quick read, it offers some wonderful tips and insights on how to create an environment where you and your customers will be ready to tie the knot for a long, fulfilling relationship.

This book is published by Windsor Media Enterprises and is available on their Website at www.wmebooks.com

