



# The Nordstrom Way to Customer Service Excellence: A Handbook For Implementing Great Service in Your Organization

By Robert Spector

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First published in 1995, *The Nordstrom Way* is a classic guide to great customer service. This new book replaces *The Nordstrom Way* with an even more practical guide to becoming the “Nordstrom” of your industry. Designed for customer service managers and trainers, as well as business owners, it’s an invaluable resource for designing your own programs and initiatives. The authors not only explain the principles of the world’s best customer service company, they also show you how to implement them in your own organization. *The Nordstrom Way to Customer Service Excellence* will help your business make customers its number one concern, and help make your business number one in your industry.

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### **Editorial Review**

From the Back Cover

Service Principles from America's #1 Customer Service Company

Praise for The Nordstrom Way

"For anyone looking to understand customer service at its best, this book bubbles with insights."

—BusinessWeek

"Outstanding customer service and Nordstrom are synonymous. Their standards of excellence are what we all shoot for."

—David D. Glass, former chairman and CEO, Wal-Mart

"American business should use this book as a primer to learn how to make and keep happy, satisfied customers."

—J. W. Marriott Jr., Chairman and President, Marriott International

"The Nordstrom Way takes an unusual look at the direct link between empowering your employees and creating a long-term relationship with your customers. More businesses should follow their example."

—Howard Schultz, Chairman, Starbucks Coffee

The Nordstrom Way to Customer Service Excellence describes how Nordstrom earned its legendary reputation—and reveals the principles behind its phenomenal customer service. If you want to be the Nordstrom of your industry, this is your guidebook. It will help any company put in place Nordstrom-style systems, motivational tools, and a service-oriented culture that leads to delighted, loyal customers.

This comprehensive handbook includes a wealth of new exercises for managers and trainers who work with frontline service providers. Implementation resources include:

- Questions for assessing and improving your customer service culture
- Exercises for improving teamwork, motivation, and selling effectiveness among your frontline employees
- Secrets of Nordstrom's all-time top-selling salesperson

About the Author

ROBERT SPECTOR is a bestselling business book author and international speaker on Nordstrom's principles of customer service. He has spoken to companies such as Cadillac, Dell, Wells Fargo, and the Red Cross. He has written for the New York Times, the Wall Street Journal, USA Today, and Women's Wear Daily. To book Robert as a speaker, visit [www.robertspector.com](http://www.robertspector.com).

PATRICK MCCARTHY worked at Nordstrom for more than thirty years and was the company's all-time top-performing salesperson.

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