



The Loyalty Leap for B2B: Turning Customer Information into Customer Intimacy (A Penguin Special from Portfolio)

Bryan Pearson

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The bestselling author of *The Loyalty Leap* applies the principles of customer intimacy to a business-to-business context.

Since the publication of *New York Times* bestseller *The Loyalty Leap*, Bryan Pearson's customer loyalty approach to marketing has changed the way many organizations use their customer data. Small coffee shops and large corporations have applied the Loyalty Leap principles to effectively deliver mutual value to customers. But many readers have asked the same question: "How can I apply these lessons in a business-to-business context?"

While the principles outlined in *The Loyalty Leap* hold true whether the customer is an individual or a business, the application of the Loyalty Leap steps can vary. While an individual might respond favorably to one sales pitch, a large corporation with a complicated sales chain might respond very differently.

Drawing on his own experience and extensive research, Pearson helps B2B marketers avoid the pitfalls of loyalty marketing to businesses. He helps marketers segment their market into small business, large enterprise, and channel marketers, and explains how a customer loyalty plan can be adapted for each segment. Sharing case studies of successful B2B loyalty initiatives from leaders such as American Express, PHX, Teradata and Salesforce.com, he shows that B2B organizations can successfully take *The Loyalty Leap*.

The Loyalty Leap for B2B is a practical guide that will help you cultivate loyalty among your business customers.

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