



# **Hug Your Customers: STILL The Proven Way to Personalize Sales and Achieve Astounding Results**

*Jack Mitchell*

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**Revised and updated for the first time since original publication!**

Here is the 200,000-copy staple, praised by Warren Buffett as "a gem ... I wish everyone at Berkshire would follow [Jack Mitchell's] advice--we would own the world."

If you want to put your arms around your business and bottom line, you'll want all the updated information and practices found in the landmark business bestseller, *Hug Your Customers*. The only way to stay in business is to have customers; the only way to increase your profit is to attract more customer visits by providing exceptional customer service. It's that simple says Jack Mitchell. *Hug Your Customers* shares the hands-on practical philosophy that has allowed Mitchell and his Family of Stores to thrive and excel in today's challenging retail marketplace. Filled with accessible advice, personal case studies and tips any businessperson can use, *Hug Your Customers* is an energizing blueprint for customer and employee retention, increased per capita spending, and groundbreaking success.

## **Hug Your Customers: STILL The Proven Way to Personalize Sales and Achieve Astounding Results Details**

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Author : Jack Mitchell

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# **From Reader Review Hug Your Customers: STILL The Proven Way to Personalize Sales and Achieve Astounding Results for online ebook**

**Vicki says**

I didn't finish this, because it's so totally unrealistic in the context of my job! The author is part of a family that owns some very high-end clothing stores. Their customer service is totally over the top! In their field it's great, but it couldn't work in library-land.... For example, we aren't going to stay open late or come in when we're closed so that a person can get something for a report that's due tomorrow....

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**Jiwa Rasa says**

peluklah pelanggan anda!

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**Alicia says**

Repeats himself a lot. Would have been better if it was cut in half.

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**Alex Gregory says**

I found a signed copy of this book at a thrift store, and wanted to read it because I've been bridging more into the sales side at my PR job. Hug Your Customers, written by Connecticut-based clothing maven Jack Mitchell, of Mitchells/Richards, purports to teach readers a "hugging" system that values going the extra mile for clients through various initiatives, responses and sales tactics.

To start with, this is a book that will only really apply if you're in the retail sector. There's a lot of common-sense information here, which mostly boils down to "treat your customers well". In fact, some of the tips and strategies Mitchell's uses seem really bizarre to me. I don't know how I would feel as a customer of theirs knowing they have messages programmed into their system referencing that they should talk about teams if I'm a baseball fan, or call me because they think I need a topcoat.

Conversely, there are many strategies here that just seem absurd for any large clothing company. I shop at Harry Rosen every so often. I don't expect the CEO to be in any of the stores on a weekend greeting customers. I don't expect sales associates to go running around for me if I need something urgently, or escort me out to my car with my purchased items. I don't expect them to send flowers or gifts if I've bought from them multiple times in a year - hell, I'm happy that they send me a free magazine every three months. If anything, some of the strategies seem really overbearing and high-pressure, contrary to the "hugging" culture outlined in the book.

It's a short and breezy read, to the point of having "chapters" that are only two or three pages long,

interspersed with short summaries and quizzes on the material.

However, I feel like the book has this odd braggart tone, as if Mitchell is convinced that they're better than any other clothing retailer in the country. While he may be right in their own region, I feel like a lot of it is just blowing smoke - I had never heard of them before reading this book, and I'm not really convinced what they do is all that different from any other long-running men's fashion retailer.

Still, it's a quick enough read that anyone looking to get into the field or pick up some common-sense advice/inspiration would do well to read it.

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### **Amanda says**

Lots of helpful customer service tips. Also lots of stories. It felt too long to me with all the stories and I was just ready to be done with it by the end. But there were a lot of helpful strategies, especially for those in a retail storefront environment. It helped me to think of how I can best serve others -- particularly in a business setting.

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### **Asungushe B. says**

I would recommend this book to anyone, not just entrepreneurs. The principles that hug customers to bring about good business also work in relationships with ourselves and others. In essence, Mitchell's dreams of a better world where every business owner treats the customer the way he would love to be treated, raising the performance bar daily by always imagining and creating; all to ensure that customers are extremely satisfied. Relationships work exactly like this. In the same way that satisfied customers will always bring you business, your partners will go an extra mile for you when they know you really care. Nonetheless, he cautions, you should hug because it is the most natural thing, not because it's a means to an end.

Lots of advice on hiring great associates, which goes for job hunters like me. How to deal with problems, um, challenges. Moving with times and technology, etc. etc. And always innovating, always evolving. "You always need something new".

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### **Noah Sachs says**

#### **Positives**

Maybe it's just me, but I love books that have chapter summaries, and this book has exactly that. Having these chapter summaries allows me to quickly take note of key ideas without having to page through the book again.

I also love that Mitchell shares a variety of personal examples from his own business. Although they aren't all directly transferable to other business models, the concepts and principles can be adapted to suit your business needs. The personal stories Mitchell mentions are relevant and truly highlight the value of constantly showering your customer with physical and metaphorical hugs.

## **Negatives**

Honestly, I didn't have many issues with this book. The only negative I could think of is that I found certain sections slightly repetitive. However, I think Mitchell needed to be repetitive at times to emphasize his point.

## **Who should read this?**

Small business owners, this book is for you! If you are looking to improve customer relationships and understand how to compete against your online competitors, you need to read this! You may be a small business, with a small budget, but Mitchell will teach you that hugging your customers and delivering outstanding service fits into the tightest of budgets!

I also think that leaders looking to learn how to improve employee morale and performance should read this book. Even though Mitchell focuses on customer relationships, there is an entire chapter dedicated to engaging your employees.

## **Full review at my blog**

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## **Rolando Gill says**

I want to hug Jack Mitchell until he stops droning on and on about hugging. In the book he relabeled good customer service as hugging. Then I read so many stories about clothes and alterations, tailors and guys buying 750 dollar suits that I may never go back into Men's Wearhouse. I read it because it was recommended by the same guy that recommended the last terrible book I read. There may be a lesson there.

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## **Greg says**

### **The Mitchells Deliver- Extremely Satisfied Reader**

The Mitchell family has worked hard from day one to deliver more than their customers expected, and this book is no exception. If you want to succeed at what you do, there is plenty of inspiration right from the very first chapter-

I can't wait to see what they are up to in 2030...

Well done!

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## **JoAnne says**

Some really great ideas on how to put the customer first.

I have to say that this book was too long. I had trouble finishing it. I really think this book could have been written in fewer pages. Despite the length of the book, I do think this book deserves three stars because of the theme of the book. Wish more retailers and companies would subscribe to "Hug your Customers."

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**Harmony T. says**

There is fantastic customer service advice in this book! While I did enjoy the examples from the Mitchells store, it did get rather redundant. However, the overarching idea of “hugging” makes a lot of sense and should be an important part of all business interactions. A worthwhile read.

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**Deyson Ortiz says**

This is an amazing book for anyone that wants to add some extra love to their business.

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**Kris says**

I loved the personal approach to customer service laid out in this book. It’s certainly a great perspective to have if you work in customer service at all. I still feel somewhat wary about collecting personal information on people and connecting with them in order to ultimately sell them more product.

A quote I particularly enjoyed, which can be applied to several areas of life: “...life is like a merry-go-round, and you have to be prepared to see the brass ring and act accordingly to grab it. It may not be the best time, but if you don’t grab it when you see it, that particular opportunity will pass you by forever.”

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**Megan says**

There's some good stories here, but it's certainly not captivating.

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**Rafael Maia says**

Genial!

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