

## SUGGESTED CUSTOMER SERVICE READING AND CD/TAPE LISTENING

TO ACHIEVE A LEVEL OF “KNOCK YOUR SOCKS OFF” ~ EXTRAORDINARY SERVICE FOR YOUR PATIENTS  
(NOT ONE OF THESE BOOKS IS ABOUT TEETH, DENTISTRY, BRACES OR ORTHO - YET THEY’RE ALL ABOUT YOU!)

*How to Win Friends and Influence People*  
*The 7 Habits of Highly Effective People*  
*Raving Fans and Gung Ho!*  
*Selling the Invisible, The Invisible Touch, or What Clients Love*  
*Relationship Selling*  
*How To Win Customers and Keep Them For Life*  
*Positively Outrageous Service or Outrageous!*  
*The Starbucks Experience*  
*Relationship 101*  
*Time Tactics of Very Successful People*  
*Dealing With People You Can't Stand*  
*1001 Ways to Energize Employees (or the others he wrote)*  
*Branded Customer Service*  
*Over the Top*  
*Nuts!*  
*Fabled Service*  
*The Nordstrom Way*  
*The Disney Way*  
*Delivering Knock Your Socks Off Service*  
*Coaching Knock Your Socks Off Service*  
*144 Ways to Walk the Talk*  
*Fish!, Fish Tales, Fish Sticks, Fish For Life!*  
*Pushing the Envelope*  
*Purple Cow (and the sequels)*  
*Customer Satisfaction is Worthless-Customer Loyalty is Priceless*  
*Visionary Business: An Entrepreneur's Guide to Success*  
*Hug Your Customer*  
*Make People Like You in 90 Seconds*  
*Convince Them in 90 Seconds*  
*Guerrilla Marketing Excellence*  
*Marketing Outrageously*  
*Selling is a Team Sport*  
*Delivering Knock Your Socks Off Service*  
*The Little Green Book of Getting Your Way*  
*Who Stole My Customer?*  
*The Secrets of Savvy Networking*  
*The Power of Body Language (8 CD set only)*  
*Everything is Marketing*  
*Getting Naked: Business Fable About Shedding Fears That Sabotage Client Loyalty* Lencioni  
*AAO Annual Session Complete CD and DVD Sets*  
*Mom 3.0*  
*Delivering Happiness*  
*Setting the Table*



Dale Carnegie  
 Stephen Covey  
 Ken Blanchard  
 Harry Beckwith  
 Jim Cathcart  
 Michael LeBoeuf  
 T. Scott Gross  
 Joseph Michelli  
 John Maxwell  
 B Eugene Griessman  
 Dr Rick Brinkman  
 Bob Nelson  
 Janelle Barlow  
 Zig Ziglar  
 Kevin Freiberg  
 Betsy Sanders  
 Spector/McCarthy  
 Lynn Jackson  
 Anderson/Zemke  
 Anderson/Zemke  
 Harvey/Lucia  
 Stephen Lundin, PhD  
 Harvey MacKay  
 Seth Godin  
 Jeff Gitomer  
 Marc Allen  
 Mitchell Green  
 Nicholas Boothman  
 Nicholas Boothman  
 Jay Levinson  
 Jon Spoelstra  
 Eric Baron  
     John Bush  
     Jeff Gitomer  
     Harvey Thompson  
 Susan RoAne  
 Joe Navarro  
 Fred Joyal  
 Maria Bailey  
 Tony Hsieh  
 Danny Meyer



THANK YOU FOR YOUR COMMITMENT TO EXCELLENCE AND FOR YOUR DEDICATION TO BOTH  
YOUR PROFESSION AND YOUR PATIENTS.