

CONTENTS

Preface	ix
PART ONE The Essence of MAGIC	1
INTRODUCTION	3
1 What Does MAGIC Really Mean?	9
2 What Are the Benefits of MAGIC?	15
PART TWO MAGIC—It's Your Choice	21
3 Releasing Your MAGIC Mind-Set	23
4 Create a Climate for MAGIC Relationships	29
PART THREE Build MAGIC Relationships	35
5 First Steps	37
6 Connect with Empathy	47
7 Build Customer Confidence	53
8 MAGIC Words and Phrases	63
9 Tragic Words and Phrases	69

PART FOUR Express MAGIC Accountability	79
10 Voicemail	81
11 Listening	87
12 Get to the Heart: What's the Catchpoint?	95
13 Moving On	103
14 Close with the Relationship in Mind	109
15 Assess Your Calls with MAGIC	113
16 Handling Complaints and Difficult Situations	123
PART FIVE The World of MAGIC	135
17 A Culture of Exceptional Service	137
18 The MAGIC Coach	145
19 MAGIC Face-to-Face	159
20 The MAGIC of Relationship Selling	167
21 MAGIC in Collections and Default Negotiations	177
PART SIX MAGIC in Real Life	189
22 Personal Stories and Lessons for Life	191
23 Some Final Thoughts	203
Acknowledgments	205
About the Authors	207
About Communico Ltd.	209