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ISCO INDUSTRIES FEATURED IN NEW BUSINESS BOOK:
"WHO'S YOUR GLADYS?" SHARES SECRETS FOR MANAGING DIFFICULT CUSTOMERS

(August 25, 2009 - Louisville, KY) In today's sputtering economy, where every company needs every customer they can get, properly managing those who are demanding and complaining can mean the difference between staying afloat and closing the doors.

That's not a problem for local pipe distribution company, ISCO Industries. They caught the attention of metro Detroit authors Lori Jo Vest and Marilyn Suttle in 2008. The two have written "Who's Your Gladys? How to Turn Even The Most Difficult Customer Into Your Biggest Fan," and are preparing for its international release in September of 2009. AMACOM Books of New York will publish the book, which focuses on managing business relationships with challenging customers. McGraw-Hill Publishing will handle international distribution of "Who's Your Gladys?"

"We were looking for companies that provide stellar service to their customers and ISCO Industries was suggested to us by one of their employees," commented Vest. "They work in a very complex industry that serves environmental, municipal and heavy industrial organizations. This company and their executives - including their CEO Jimmy Kirchdorfer - shared openly with us. Their interviews became a chapter in the book that provides a model for personal dedication to service. No matter what happens, their customers can count on ISCO to bring personal commitment to getting the job done. They're an extraordinary company."

ISCO Industries, headquartered in Louisville, Kentucky, is a manufacturer and distributor of HDPE and other piping products for various industrial, municipal, environmental, golf and landfill applications. Their website is located at www.isco-pipe.com.

"Customer service has always been an imperative part of our business. We are not successful unless our customers are successful. And taking care of them and treating them well is critical to their success," said Kirchdorfer. "Being great at customer service is what made us, as a company, who we are today."

"Who's Your Gladys?" shares real world stories and strategies from ten companies in a variety of industries, all of which have exceptional customer service. It is targeted to both front-line employees and their management. Featured organizations include Singapore Airlines, Sky Lakes Medical Center, Paul Reed Smith Guitars, ISCO Industries, Communicore Visual Communications, Professional Movers, ClearVision Optical and the Jack Canfield Companies.

Who's Gladys? "She's the poster child for difficult, vocal customers," explained Suttle. "With social media and all of the new technology available to consumers these days, if Gladys isn't happy, she can quickly text, twitter and tell thousands of people about it. Our book will show readers how to manage any Gladys properly so that she tells everyone how happy she is. Once she's getting what she needs, she can become a vocal advocate and make a huge difference in your company's sales."

About the author

Marilyn Suttle is the founder and president of Suttle Enterprises, a personal & professional growth training firm in the metropolitan Detroit area. She is a frequent television news guest on Detroit ABC affiliate WXYZ's Financial Survival Series with Bill Spencer, and immediate past president of the National Speakers Association, Michigan chapter. Her relationship-based emotion management expertise has made her a repeat trainer for Fortune 500 companies like Pfizer, and Ford Motor Company. Lori Jo Vest has twenty years of relationship-based sales and currently serves as managing director of Communicore Visual Communications, a Birmingham, Michigan-based television production studio that is financially stable, in spite of the region's struggling economy.

For more information or to schedule an interview, please contact Marilyn Suttle at 248.348.1023. Marilyn can also be reached via email at marilyn@marilynsuttle.com.

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BOOK DETAILS:

WHO'S YOUR GLADYS?: How to Turn Even the Most Difficult Customer into Your Biggest Fan (AMACOM; September 2009; \$22.95 Hardcover; 978-0-8144-1439-2) by Marilyn Suttle and Lori Jo Vest

BOOK ENDORSEMENTS:

"This book is destined to be a customer service classic. Marilyn Suttle and Lori Jo Vest share proven ways to attract happy customers and skillfully manage even the most challenging ones. Through inspiring, true stories, they reveal what successful companies know about creating strong emotional connections with customers. After reading "Who's Your Gladys?" you will be able to immediately apply what you learn and measure your success so your business can thrive in any economy. If you buy just one book on customer service this year, make it this one. It will change the way you think about customers."

Jack Canfield, co-author of the Chicken Soup for the Soul® series

"Buy this book. It's necessary. If you have competition, you can't afford not to."

Roxanne Emmerich, author of "Thank God It's Monday! How to Create a Workplace You and Your Customers Love"

"I love this book! Every company leader and front line staff should read it. Marilyn Suttle and Lori Jo Vest have created an easy to follow road map for success by documenting how you can manage the difficult people and stressful situations in your business so that they can help you make more money, gain repeat customers, and stay relevant in any economy."

Dr. Tony Alessandra, keynote speaker & author of "The NEW Art of Managing People" and "The Platinum Rule"

"Thank Goodness for Gladys! In today's customer service deprived world here is a proven set of easy-to-follow ideas guaranteed to help improve your organization. This eye-opening book is sure to be on every business's 'recommended reading list' for years to come!"

Rick Jakle, Chairman of the Board of Sherman Health Systems, founding director of First Community Bank, Elgin, owner of radio stations from Chicago to Las Vegas.