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T. Scott Gross

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THIRD EDITION

Positively Outrageous Service

How to Delight and Astound Your
Customers and Win Them for Life



T. Scott Gross

with Andrew Szabo and Michael Hoffman

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T. Scott Gross : Positively Outrageous Service: How to Delight and Astound Your Customers and Win Them for Life before purchasing it in order to gauge whether or not it would be worth my time, and all praised Positively Outrageous Service: How to Delight and Astound Your Customers and Win Them for Life:

In today's tough economy, cutting prices and providing good service aren't enough. To be truly successful, innovative businesspeople must learn the art of Positively Outrageous Service (POS) doing the unexpected unexpectedly and giving the customer more than he or she could hope for. POS put customer service guru T. Scott Gross on the map in the early 1990s. In this revised third edition, he contemporizes his work by examining what's wrong in the service industry today and how to turn those negatives into POS. In his signature, slightly irreverent, but always insightful style, he shows managers at every level of the service industry how to: Build a customer base by following the four key principles of promotion: have fun, get people to your store, get people involved with your product, and do something good for others; Hire the right people and show them the fundamentals of POS; Energize and obtain the most creativity out of employees; Win over customers when mistakes happen, no matter who is at fault; POS is not just a way of doing business, according to Gross; it's also a state of mind and the key to success in the twenty-first century. T. Scott Gross is a consumer advocate whose client roster for consulting, training, and speaking reads like a who's who of the Fortune 500. Countless businesses, including Southwest Airlines, FedEx, McDonald's, Sears, and Wal-Mart, have asked him to motivate the troops at sales meetings and conferences worldwide. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

About the Author T. Scott Gross is a customer service/management expert with an expansive list of Fortune 500 clients. As an instrument-rated pilot and a certified Emergency Medical Technician, Scott has worked several fascinating jobs and he now pours all of his experience and expertise into writing. He has authored numerous books, including *Millennial Rules* (Allworth Press). Scott lives in Kerrville, Texas.