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IN THE BESTSELLER STYLE OF KEN BLANCHARD."  
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COMMUNICATIONS

# POSITIVELY OUTRAGEOUS SERVICE

THE ULTIMATE ANTIDOTE  
FOR TODAY'S TOUGH TIMES:  
HOW TO SURPRISE AND ASTOUND  
YOUR CUSTOMERS AND  
WIN THEM FOR LIFE

T. SCOTT GROSS

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# Positively Outrageous Service New And Easy Ways To Win Customers For Life

**T. Scott Gross**



## **Positively Outrageous Service New And Easy Ways To Win Customers For Life:**

**Positively Outrageous Service** T. Scott Gross,1991 Describes the P O S method for dealing with and winning customers

Positively Outrageous Service T. Scott Gross,Andrew Szabo,Michael Hoffman,2016-08-02 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 promotions 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

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s also a state of mind and the key to success in the 21st 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 Positively Outrageous Service T. Scott Gross,1991 A business consultant and service guru details how to really prosper in today's tough business world by providing service above and beyond the call of duty In this dynamic fascinating book T Scott Gross shows how anyone can take customer service to a whole new level every day of the year using creative methods Leading Your Positively Outrageous Service T. Scott Gross,1994 The Complete Idiot's Guide to Starting a Restaurant Howard Cannon,2005 A recent survey by the National Restaurant Association found restaurateurs to be hard working affluent and optimistic but only 50 percent said they would do it all again Despite the hard work the restaurant business can be one of the most fickle and difficult businesses to break into Why People get into it for all the wrong reasons Voil The Complete Idiot's Guide to Starting a Restaurant Second Edition is here to provide the recipe for success How do you decide how much money it will take When do you know you're succeeding or failing If you're succeeding how do you successfully expand Focusing on these kinds of business questions this book takes a practical approach giving the readers the nuts and bolts from deciding on a table layout to taking inventory of their bar *Creating Great Visitor Experiences* Stephanie Weaver,2016-07-11 Museum and other non profit professionals have begun to realize that the complete visitor experience is the key to repeat attendance successful fundraising and building audience loyalty Taking lessons learned by successful experience shapers in the for profit world Stephanie Weaver distills this knowledge for museums and other organizations which depend on visitor satisfaction for success Is your institution welcoming Are the bathrooms clean Does the staff communicate well Are there enough places to sit These practical matters may mean more to creating a loyal following than any exhibit or program the institution develops Weaver breaks the visitor experience down to 8 steps and provides practical guidance to museums and related institutions on how to create optimal visitor experiences for each of them In a workshop like format she uses multiple examples exercises and resource links to walk the reader through the process **The Complete Idiot's Guide to Success as a Professional Speaker** Thomas A. Lisk Ph.D.,2008-07-01 Get the gift of gab In this guide readers will find indispensable information on how to pursue public speaking as a full or part time career Written by a 30 year veteran public speaker and bureau chief this book shares details advice and insider tips on how to prosper in this highly competitive and lucrative field Expert author in a rapidly growing field Contains inside tips on every aspect of speaking professionally Clear and practical information about how to set up a professional speaker's business and promote it Suggestions for extra goods and services for additional revenue Features event planning and organizing strategies and instructive anecdotes from the field **The Experience Economy, With a New Preface by the Authors** B. Joseph Pine II,James H. Gilmore,2019-12-10 Time is limited Attention is scarce Are you engaging your customers Apple Stores

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*The Housecall Veterinarian's Manual* Carin A. Smith,1999 *The Experience Economy* B. Joseph Pine,James H. Gilmore,1999 This text seeks to raise the curtain on competitive pricing strategies and asserts that businesses often miss their best opportunity for providing consumers with what they want an experience It presents a strategy for companies to script and stage the experiences provided by their products **The Experience Economy, Updated Edition** B. Joseph Pine II,James H. Gilmore,2011-07-05 In 1999 Joseph Pine and James Gilmore offered this idea to readers as a new way to think about connecting with customers and securing their loyalty As a result their book *The Experience Economy* is now a classic embraced by readers and companies worldwide and read in more than a dozen languages And though the world has changed in many ways since then the way to a customer s heart has not In fact the idea of staging experiences to leave a memorable and lucrative impression is now more relevant than ever With an ongoing torrent of brands attacking consumers from all sides how do you make yours stand out Welcome to the new Experience Economy With this fully updated edition of the book Pine and Gilmore make an even stronger case that experience is the missing link between a company and its potential audience It offers new rich examples including the U S Army Heineken Experience Autostadt Vinopolis American Girl Place and others to show fresh approaches to scripting and staging compelling experiences while staying true to the very real economic conditions of the day Marketing Information Hiram C. Barksdale,Jac L. Goldstucker,1995 **Экономика впечатлений: Как превратить покупку в захватывающее действие** Б. Джозеф Пайн,Джеймс Х. Гилмор,2023-05-03 **The Ethical Edge** Dawn-Marie Driscoll,W. Michael Hoffman,Edward S. Petry,1995 The authors link the current search for legitimacy and values with fascinating behind the scenes stories of business and organizational crisis and recovery From publisher description *Life's Third Act* Patricia W. Burnham,1994 **Funworld** ,1994 The

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