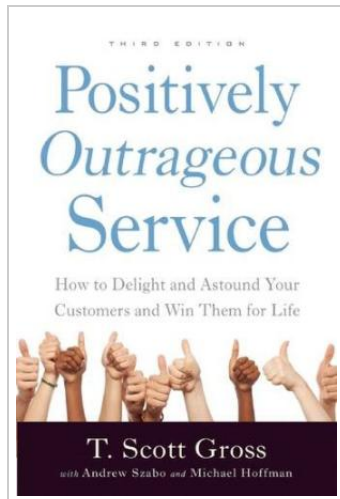



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Positively Outrageous Service: How to Delight and Astound Your Customers and Win Them for Life

By T. Scott Gross

Skyhorse Publishing, United States, 2016. Paperback. Book Condition: New. 3rd Revised edition. 229 x 152 mm. Language: English . Brand New Book. 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 to day 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,...



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