



## Menu of Services

### Positively Outrageous Service

(Keynote, application session...or both!)

If you aren't making your customers say WOW!...who is?

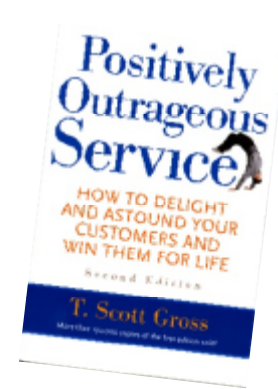
Start treating your service for what it is - a one-of-a-kind product produced at the moment of transaction. Your customers can be treated to an experience (and you can be treated to more trips to the bank) when T. Scott Gross shows you how to build a team that will deliver on the promise of Positively Outrageous Service.

Audiences love POS because it's simple, practical...and fun! As Scott gives examples he used personally to build his business...delivered masterfully as a true storyteller...you can feel the buy-in develop! **When audiences are laughing...someone is paying attention** and that's when learning happens! The real payoff begins when they take home how-to ideas that will benefit the bottom line.

From Scott's first book, the management classic *Positively Outrageous Service*, learn the principles used to hire, train, and lead a team to serve outrageously. **Learning to master the principles of POS is the most fun you can have and still be doing serious business!**

Take-home Ideas:

- What customers want from a service experience
- How to find, hire, and lead a team to deliver POS
- When and how to deliver Positively Outrageous Service
- How to use POS principles to multiply your marketing efforts
- How to use your own POS stories to build your brand



T. Scott Gross

Always prepared, always detail minded, and always easy to work with.



## MicroBranding... How to Build Powerful Personal or Local Brands



(Keynote, application session...or both!)

When T. Scott Gross set out to discover why some companies who didn't have the best location, the best products, or even the best prices were successful...in spite of their shortcomings, he learned the value of a MicroBrand.

**A MicroBrand is a little brand that sits on top of a big brand and is often the more powerful of the two.** Think of Subway and their weight-loss walking/talking billboard, Jared. Customers are more loyal to a face than a logo. Jared's MicroBrand lends powerful muscle to the Subway brand. It is stories like Jared's that define a brand, as much for those who own it as for those who *want* to own it, the customers.

MicroBranding comes complete with great stories. And why not? Great brands *are* great stories. When T. Scott Gross delivers the how-to steps in clear, concise terms, **you'll discover that you too can build a powerful personal or local brand and beat your competition!**

Take-home Ideas:

- How values shape your brand
- The difference between a brand and logo
- Learn how to get more ink and air time
- Step-by-step instructions for building a powerful MicroBrand



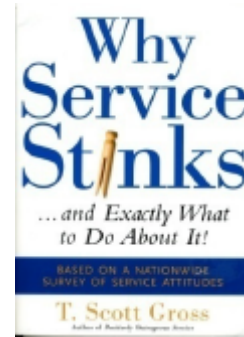


## Why Service Stinks...and exactly what to do about it! (Application session)

Service Stinks...and we can fix that!

Most companies don't know how to spot the potential new hires (or even long term employees) who could be running off your customers to the welcoming arms of your competition!

T. Scott Gross does! **Based on a study of 10,000 very vocal consumers, bosses, and servicepersons, Gross built a psychological profile of the perfect customer service person.**



And there's good news! Service Naturals are easy to find once you know what they look like. Recruiting, hiring, and training for great service is easy...and fun, once you create an environment that encourages Positively Outrageous Service. **Even your customers will respond to a little training!**

You will learn:

- What your customers think is the reason for poor service
- Why the boss is so easily fooled in the interview
- Why you should hire slowly and fire fast
- Which applicants make the best employees for your organization
- The best tactics for getting great customer service

## Leading High Performance Teams...Lessons learned from Borrowed Dreams (Keynote or application session)

A master storyteller, T. Scott Gross will captivate your audience while they learn the true secrets of making work feel good again.

**Who would have guessed that good work requires an element of risk and that team spirit can arrive in the most unexpected ways?** Scott literally climbed mountains, sailed the seas, and took to the skies to discover the secrets to building and leading high performance teams.

Instead of ordinary seminars, workbooks, and boring PowerPoint presentations, your audience will be spellbound with an hour of compelling stories and even better ideas.

**Any audience in need of inspiration while still wanting solid, take-home ideas needs this presentation!**

You will learn:

- What motivates people to take and keep difficult jobs
- Who is most likely to succeed in challenging work environments
- How to apply the secrets for managing difficult environments to ordinary work situations
- How the lessons of difficult work can make your life richer

