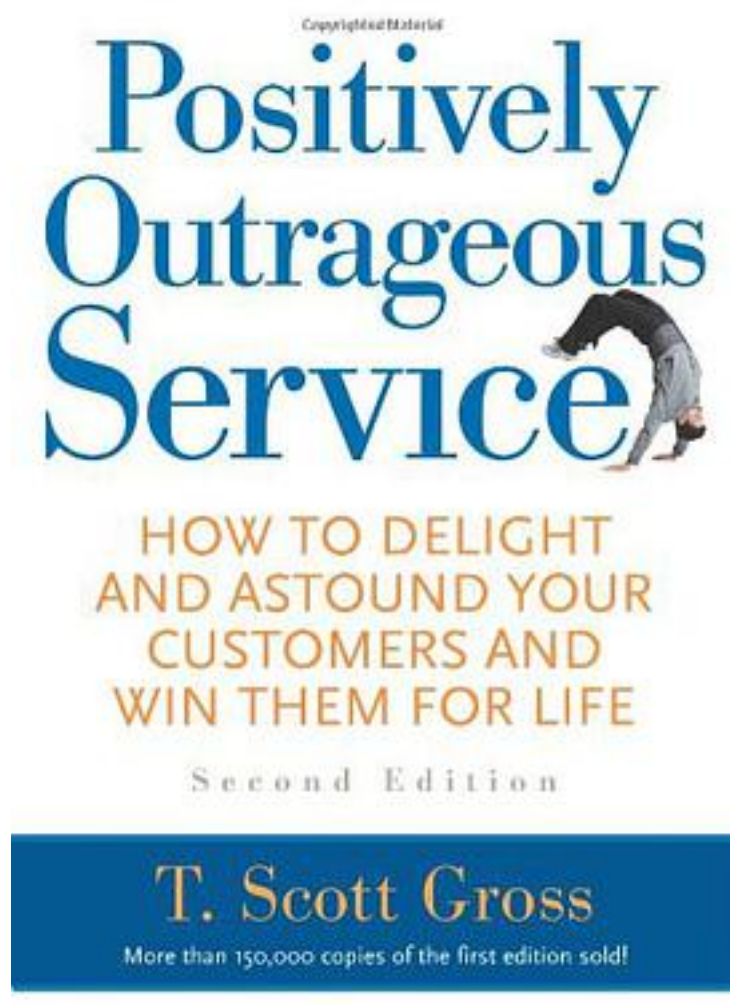


Positively Outrageous Service



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出版者:Kaplan

出版时间:2004-9

装帧:Pap

isbn:9780793188239

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. For the first time in more than ten years, he brings these concepts into the 21st century with the second edition of "Positively Outrageous Service." He examines 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: -Follow the four key "Principles of Promotions" to build a customer base, 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 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.

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