



## You Need Positively Outrageous Service... to Super-charge Your Brand!

**Anyone can write a book but to be an “expert”...  
You have to have lived it!**

**T. Scott Gross has lived it!**

T. Scott Gross knows how to reach...and teach your audience how to deliver Positively Outrageous Service. And that's what is going to build...and protect your brand!

*What is POS? It's above-and-beyond service that attracts customers with a touch of creativity and personality. It can take many different forms but it always follows a few simple rules:*

- *POS is random and unexpected. The element of surprise is part of its power.*
- *POS is out of proportion. It's an extravagant gesture that catches attention.*
- *POS involves the customer personally. It's an invitation to play that personalizes the service.*
- *POS creates positive word of mouth. More powerful than advertising, POS generates its own buzz.*

Not one for a purely “motivational speech,” Scott shares real how-to details in his inimitable storytelling style. **When audiences are laughing...someone is paying attention.** And that's when learning and buy-in happen. With POS, you can get the tools to build a higher market profile and own greater customer loyalty. Now that's a payoff you can take to the bank!

Scott built the brand Positively Outrageous Service from personal experience as a restaurateur ...and decided to write about it. Southwest Airlines adopted it as their bible (and you know what happened to their brand in an incredibly tough marketplace.) They even created the verb “POSed” to mean that an action was taken to delight and surprise a customer into saying, WOW!

If successful companies like Southwest Airlines can adopt Positively Outrageous Service as the core of their service culture, this would be a good time to play Follow the Leader!

Practice, practice, practice! This is what you were taught as a child when you needed to master a new skill. So what do your employees need to keep hearing? Positively Outrageous Service! What will instill the lessons of serving the customer in a way that builds and protects your brand equity? More Positively Outrageous Service training!

**And there's no one better than the creator of POS...T. Scott Gross!**

Most clients invite Scott to open their general session while some save him to bat clean-up. Choose a keynote (the best hour you'll ever spend!) or add an application session **at no additional charge** to let the message resonate even deeper. Your audience needs to hear it and Scott can deliver!

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