

Presentation Themes

No canned speeches...YOU decide!!

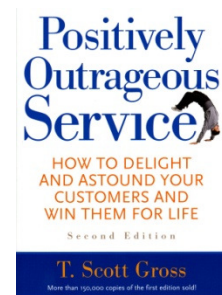
Scott enjoys customizing his presentations to fit the audience.

Explore the themes below and think about how each might apply to your organization. Scott will call for pre-event research. You can count on him to ask plenty of questions so that he can create a medley of key ideas just for you!

Positively Outrageous Service

Positively Outrageous Service or, P-O-S is Scott's signature work. All the topic themes that follow relate to the delivery of a Positively Outrageous Service experience!

- P-O-S is...
- * Random and Unexpected
 - * Out of proportion to the circumstance
 - * Invites the customer to play
 - * Creates compelling, positive word of mouth



The Service Prescription

Based on extensive original research this presentation is especially for healthcare providers. Now more than ever healthcare customer service is in the spotlight.



- * Learn the trends that are shaping consumer behavior.
- * Discover how to create a "halo" effect.
- * Create compelling, positive word of mouth.
- * Recruit, train, and retain a powerful service team.
- * Take advantage of our original research into consumer habits.

Undercover Customer

On a late Fall afternoon Scott decided to turn his life into an adventure... and he did! Scott climbed into his high-performance single engine aircraft and flew himself to work a baker's dozen of unusual, sometimes dangerous jobs. His quest: discover how to lead a high performance team that will deliver on the promise of POS, the kind of service that customers can't wait to talk about.



Once the personal, one-on-one research was complete, Scott took on the task of original research to discover what customers want and why they too often fail to get it.

Thousands of air miles, millions of on-line survey responses later, Scott is ready to look closely, very, very closely at customer service in your organization.

- * Learn how art happens when you connect the server with the customer.
- * There is a perfect job for everyone but—70% haven't found theirs!
- * Why we continue to hire people we don't want for jobs they don't want!
- * How competence holds fear at bay.
- * Create simple, inexpensive, and effective performance feedback systems.

MicroBranding



A brand is only an expectation and we each have multiple brands of our own. As individuals we are walking brand builders.

The key for organizations is to recognize that the least trained, the least invested of our employees do the heavy lifting of building our brands... or not!

Did you know...

That a brand is nothing more than an expectation?

Brand management is nothing more than managing expectations... it's simple just not easy!

We all have multiple brands but often they are incongruent.

There is a huge difference between a logo and a brand.

MicroBrands are little brands that sit on top of big brands and are often the more powerful of the two.

Invisible Selling & The Disruptive Thinking That Makes It Work!

Capture more customers and get more of their money!

Based on Scott's original research and supplemented by the results of more than a dozen formal research projects, Disruptive Thinking helps you look into the future to uncover pitfalls that would otherwise catch you napping as we look to the future to provide ideas we can use.

Looking at the numbers, customers tell us today is the time for Invisible Selling, a system that packs a powerful sales punch.



You will...

- * Be able to identify and respond to the trends shaping your customers' buying habits.
- * Use a simple four-step method that makes selling more effective yet invisible.
- * Put basic psychological research to work increasing sales per transactions.
- * Think out of the box... way out of the box when it comes to local store marketing.