

**FOR IMMEDIATE RELEASE**

## **How Can the Little Guy Can Beat Wal-Mart, K-Mart and Other Big Retailers? Positively Outrageous Service Provides a Competitive Advantage**

**Chicago**—All across the country, small businesses are giving way to nationally based mega-stores that offer deep discounts no mom-and-pop enterprise could match. Add to that a tough economic climate, and staying in business becomes an even bigger challenge for small business owners. Successful entrepreneurs need marketing and management strategies that will help them beat the odds by attracting and retaining customers.

According to T. Scott Gross, noted business author and consultant, the answer isn't deeper discounts or bigger advertising budgets. In the newly updated edition of *Positively Outrageous Service*, Gross outlines an exciting approach for revitalizing a sagging business, sweeping the competition and building a loyal customer base.

As Gross explains it, Positively Outrageous Service, or "POS," is the practice of taking service one step beyond excellent into the realm of the playful, personal and memorable. By creating a service "experience," practitioners of POS generate compelling, positive word-of-mouth at a minimal cost. Says Gross, "POS is the service story you can't wait to tell. It is a WOW delivered on a random basis."

Throughout his book, Gross illustrates POS in action through heartfelt, touching and often humorous anecdotes. Some of the most memorable include:

- The hotel housekeeper who took the role of tooth fairy for a young guest
- The ice cream parlor that boosted sales by making customers moo for half-price scoops
- The restaurateur who randomly gave customers a "thank-you" note instead of a bill

But *Positively Outrageous Service* offers more than just marketing gimmicks and occasional anecdotes. Gross delineates a philosophy and management strategy to encourage an atmosphere where POS leads the business. By fostering an environment where employees are passionate about serving customers, POS leaders reduce turnover, boost productivity and increase sales. Gross teaches managers and business owners how to:

- Recruit, train, and retain winning employees
- Learn what customers really want and find ways to deliver beyond expectation
- Manage teams effectively to produce high morale and superstar performance
- Define and optimize brand positioning for a higher profile and better customer response
- Turn customer service errors into a business advantage

By implementing POS, small business owners can buck the trend toward retail conglomeration. Says Gross, "Several trends in America are working to the distinct advantage of those small businesses with the foresight to act rather than react. All these trends put a premium on participative service."

Since POS is the epitome of participative service, business owners who put the customer first by providing outrageous service will win the battle at the marketplace.

**ABOUT THE AUTHOR:**

As a business owner, consultant and motivational speaker, T. Scott Gross has used his expertise to guide numerous Fortune 500 companies to greater success, including Southwest Airlines, FedEx, McDonald's, Sears, and Wal-Mart. He has also authored several popular books, including *Microbranding*, *Borrowed Dreams*, and *Why Service Stinks*.

*Positively Outrageous Service, second edition* (XXXXXXXXXXXXXXXXXXXX) is available at neighborhood and online booksellers or by calling 800-245-BOOK.

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