



# Presentation Themes

No canned speeches...YOU decide!!

Scott enjoys customizing his presentations to fit the audience.

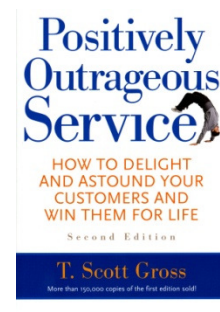
Explore the themes below and think about how each might apply to your organization. Scott will call for pre-event research. You can count on him to ask plenty of questions so that he can create a medley of key ideas just for you!

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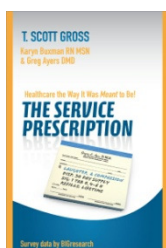
## Positively Outrageous Service

**Start treating your service for what it is**—a one-of-a-kind, in-the-moment transaction. T. Scott Gross shares personal examples of how he built his business when he created Positively Outrageous Service and used its principles on his customers.

Scott's POS principles work because they are simple, practical, and fun! Audiences learn how to multiply their marketing efforts by creating POS experiences that build their brand... and benefit the bottom line.



## The Service Prescription



What do you get when a dentist, a nurse, and a street medic co-author a book on patient care? You get step-by-step guidelines for building healthcare practices that deliver healthcare the way it was meant to be.

Based on original research by BIGresearch, the answers to tough, never-before-asked questions will prove our point that healthcare—with a big dose of Positively Outrageous Service—is just what the doctor ordered!

Rated G: Good for healthcare practitioners of any kind!

## Undercover Customer

If you could work more than a dozen unusual, sometimes dangerous jobs to learn how to better manage high performance teams, would you do it? Well, T. Scott Gross did!



His personal, one-on-one research resulted in unexpected discoveries about leading high performance teams, ideas you haven't heard before, such as 'The Lost Power of the First Day' and 'Why We Continue to Hire People We Don't Want for Jobs They Don't Want.' Scott has a baker's dozen of eye-opening tactics businesses are overlooking. A master storyteller, Scott will share his adventures through compelling stories that will captivate your audience while they learn the true secrets of making work feel good again.

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

## MicroBranding



Most organizations fail to recognize that the least trained/least invested of their employees do the heavy lifting of building their biggest asset—their brand. Gross defines a brand as an expectation and brand building is a simple matter of managing expectations. It's simple, just not easy.

Once you master Scott's simple steps to MicroBranding, you'll be on your way to building a powerful personal or local brand to beat your competition!

## My Way, Right Away, Why Pay?

After an international corporation asked T. Scott Gross to predict the future of customer service for their clients, Gross found,



hidden in the unemployment and foreclosures statistics, a fundamental change in the way the new consumer wants to be served and sold. The Great Recession was an event masking a trend—the vanguard of Generation I—as in ‘Invisible.’

The mantra of Gen I—My Way, Right Away, Why Pay?—is a bare bones strategy for anyone who wants to attract and profit from today’s consumer. With extensive research and focus group input, T. Scott Gross will show how to efficiently and effectively sell ‘invisibly’ to today’s challenging consumers.