



T. Scott Gross



There's only one place to get
Positively Outrageous Service... and you've found it!

Does Your Service Make Customers Say "WOW!"?

Positively Outrageous Keynote Speaker
& Management Training Consultant

If not, your business and profits are going elsewhere!

Stop worrying every time you leave employees alone with valuable customers. Get ready to learn from T. Scott Gross author of the management classic *Positively Outrageous Service*. He's the only one who puts customer service and branding into one easy-to-understand package—Customer service is the expression of your brand... and you must get them both right!

As the creator of *Positively Outrageous Service* and MicroBranding, T. Scott Gross is a branding and service performance strategist who helps leaders get more out of themselves and others. Scott is known for his hands-on research and no-nonsense yet humorous approach to business. His energetic, engaging style is more than entertainment—he's a meeting planner's dream!

"My job is to make complex ideas easy to understand and put to practical use. Hey, it's not my fault if I'm funny too!"

He's Got Content

Positively Outrageous Service - a serious message loaded with entertaining, memorable stories perfect for organizations that do more than talk about service.

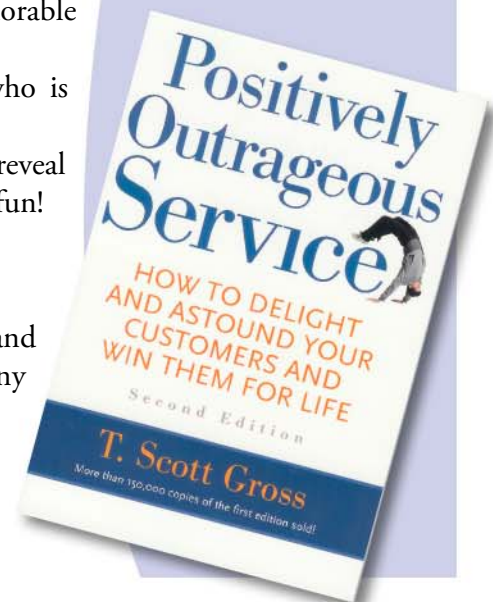
MicroBranding - for organizations, corporations... even individuals... anyone who is serious about nurturing a powerful, personal or corporate brand.

When Customers Talk- four years and more than 12,000,000 survey responses reveal exactly what your customers want. All that data and Scott still manages to make it fun!

He's Got Style

Definitely not your average keynote speaker, Scott keeps audiences laughing and learning as he peppers his talk with stories by the dozen and take-home ideas too many to count.

Most clients invite Scott to open their general sessions but some save him to bat clean-up! Available for keynote... the best hour you'll ever spend! Also available for half day... keynote plus an application session.





He's not Just a Pretty Face!

Scott hates the idea of empty content but he understands that when audiences are laughing... someone is paying attention. And that's when learning and buy-in happen.

Scott delivers real-world, practical ideas most of which he tests in his living laboratory, a 192 seat sports-themed restaurant in the Texas Hill Country.

For quantitative research Scott goes to the well, a really BIG well. Scott's research partner is BIGresearch, creators of predictive surveying and pioneers in the use of artificial intelligence in consumer research. BIGresearch provided the facts and figures for two of Scott's recent books.

He Has Friends in the Audience!

Although Scott is formerly of the hospitality industry, Scott's clients range from healthcare to finance, transportation to agriculture. While his area of expertise is highly focused, he is not limited by industry, usually working with organizations involved in high customer contact.

The Pay-Off

Reach beyond gimmicks and giveaways and let over-the-top customer service energize your business. Discover how to:

- beat big discount retailers without blowing your advertising budget
- learn what customers really want and deliver beyond expectation
- turn customer service disasters into public relations triumphs
- recruit, train, and retain superstar employees
- build a better brand for a higher market profile and great customer loyalty

He's THE One!

Roll up your sleeves and discover what you can learn When Customers Talk... let them tell you Why Service Stinks... create a powerful MicroBrand... and you'll be on your way to Positively Outrageous Service!

... I found your messages innovative and thought-provoking, your deadpan delivery a riot, and your quirky sense of humor totally disarming. Thank you for making the conference something really special.

-J Ozier

Scott will always be atop my list of speakers... TRULY A MASTER PERFORMER!

-Samuel A

... because of your captivating stories ... it seemed like minutes from start to finish... thanks for the lesson, and the Fun!

-Michael J.

...rave reviews for your session! ... "outstanding", "hilarious", "thought provoking"... You received our highest marks with the majority wishing that you could have gone on longer...you did a fabulous job of delivering an inspiring message while staying on schedule.

-Andy B

...I have been praised by the management here for having selected you... yours was a message they needed to hear, and thanks to you, they got it... they really got it!

Bob W

...you had over 1,000 people a buzzing... your absolutely, fantastic, stupendous, enthusiastic, positively outrageous keynote speech set the pace for our biggest and best convention to date!

Nancy J

T. Scott Gross

...always prepared, always detail minded, and always easy to work with!