

## Application for CEUs

### Positively Outrageous Service Outline & Outcomes

#### Outline:

**Concept of POS** (references to customers and business apply across the spectrum of service and decision making in both commercial and non-commercial settings)

- The psychology of decision-making
  - Influences on Buying Decisions
    - Awareness vs. Feel Good
    - Consumer trends (evidenced by commercials and other marketing campaigns)
    - Aging population
    - Declining leisure
    - Value of face time
    - Disintermediation: Commodity vs. experience
  - Value vs. Cost
    - The need to “tangibilize”

#### **POS in Action**

- Positively Outrageous Service defined
  - Random and unexpected
  - Out of proportion to the circumstance
  - Invites involvement
  - Creates compelling, positive word of mouth.

#### **Opportunities to Deliver POS**

- Pre-determined moments
- Complaints
- After the transaction

#### **Four Keys to POS Marketing...** “Getting big with little marketing”

- Make it fun... breaks through the clutter
- Involves the product... all marketing should be focused on trial and sale
- Get customers to your property... creates a buying habit
- Do something good others... a marketing partnership for success

## **Delivering on the Promise**

Goals... why your mission may miss the mark  
Objectives... the second most powerful management question  
People... research from latest book  
    Introduction to Service Naturals  
    What customers are saying about service quality  
    Why satisfied customers don't count... loyalty is the issue  
Ownership... understanding individual gifts and talents  
Work design... how adding complexity improves efficiency  
Example... leadership in an illustration  
Risk... why POS is risky business

## **Outcomes:**

### **What you will learn:**

Understand how buying decisions are really made  
Be able to define Positively Outrageous Service.  
Identify key consumer trends.  
Relate consumer trends to your business.  
Gather ideas for delivering POS in your business.  
Be able to create a POS Marketing event for your business.  
Know why traditional views of mission statements miss the mark.  
Learn key traits of a Service Natural so as to strengthen hiring.  
Be able to confer ownership of key business processes.  
Understand how increasing complexity may improve performance.  
Be willing to take the risk of providing Positively Outrageous Service.

## **Application Session**

### **The Power of MicroBrands**

MicroBrand defined  
Key ancillary definitions:  
    brand as an expectation  
    any message communicated in any way that create expectation  
    your brand island  
articulating the brand  
    heavy-lifting done by least-prepared, least invested  
    locking up your mental real estate position  
identifying multiple MicroBrands and the importance of congruence  
creating your brand story

**Outcomes:**

**What you will learn how to:**

- Identify a MicroBrand
- Make your MicroBrands work together
- Take advantage of branding opportunities
- Appropriate market position where possible
- Lead a brand aware team