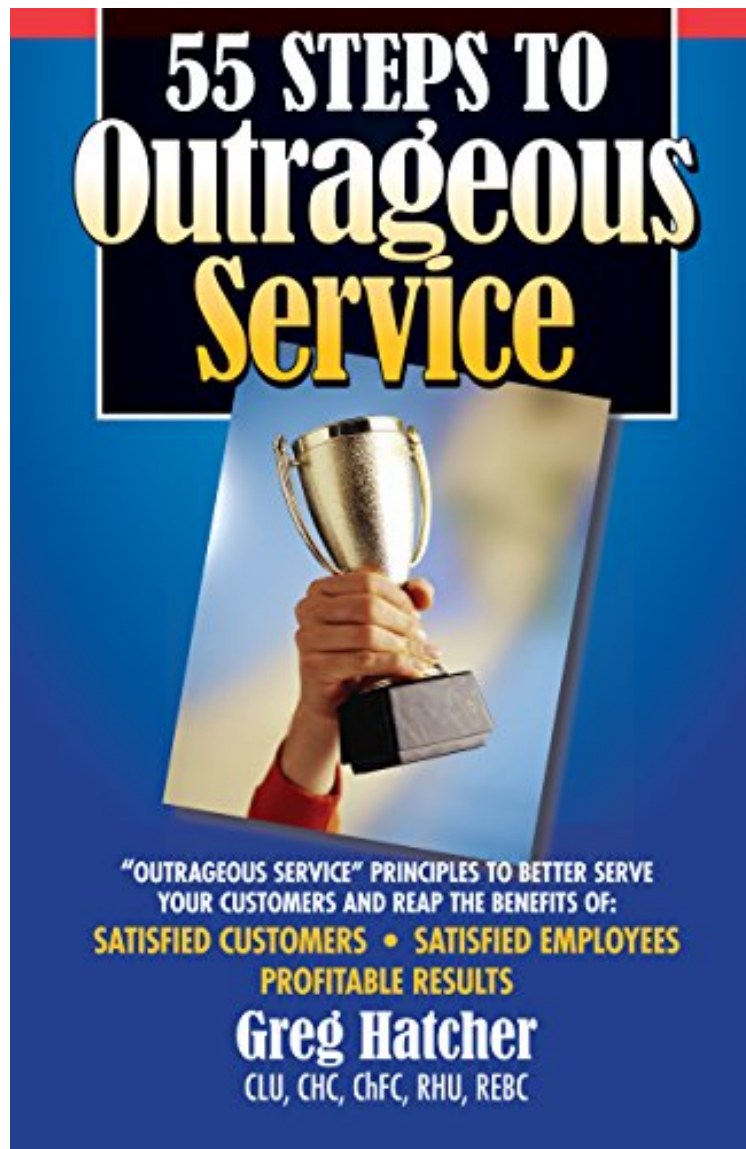


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55 Steps to Outrageous Service: Outrageous Service Principles to Better Serve Your Customers

Greg Hatcher

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0 of 0 people found the following review helpful. Skeptical at first; but this man is worth listening to. By Stuart D.

GoldenWe attended the Arkansas Chapter of HIMSS yesterday and the keynote speaker with Greg Hatcher. Now I have heard many speakers and have read a great many tales. But this man's story was wonderful. He described his early life, his sports affiliations, and finally how he ended up starting an Insurance Agency from scratch - and each of the things that he translated from sports and coaching into team building and leadership. "55 Steps..." is a daunting title and I was skeptical, but after hearing Greg Hatcher tell his story, I walked away and wanted to learn much more. To anyone looking to improve how the work, lead, and build - this man has given very practical tips - of which you need not apply all - but they are fantastic, simple, and practical at any level.0 of 0 people found the following review helpful. good readingBy Customergot book on time, good reading0 of 0 people found the following review helpful. Five StarsBy CustomerFantastic book. Highly recommend it to everyone.

Handbook for managers and leaders in business and organizations who seek to enhance customer or client experience.

"Hatcher truly understands that teaching others to be the best is more rewarding and more efficient than being the best on your own." -- Dan Gable, coached the University of Iowa to 15 National Championships; named the Wrestler of the CenturyI've never met a man so dedicated to client service and professional excellence. Thank you Greg for sharing all your pearls of wisdom...you are a genius." -- Larry Waschka, author of "The Complete Idiot's Guide to Getting Rich"About the AuthorGreg Hatcher is a 1983 graduate of Alma College, where he was named his college's Outstanding Senior. He graduated with a major in public relations. Following graduation from college, Hatcher coached one year of baseball for Notre Dame University before going to work for Arkansas Blue Cross Blue Shield as a sales representative. In his first year, he led the company with most insurance groups sold. In his seven years at Blue Cross Blue Shield, he was awarded Account Executive of the Year six consecutive times.Hatcher then started his own insurance agency, The Hatcher Agency. The Hatcher Agency was started on September 1, 1990, based on the premise of "Outrageous Service." The Hatcher Agency's mission was to deliver "Outrageous Service" to customers doing virtually everything at the "customer's" convenience versus the "company's" convenience. Every year since he started the agency Hatcher has been the top producer of health insurance in the State of Arkansas. He is the only agent in Arkansas to be awarded the prestigious Golden Eagle Award seven consecutive years. This award recognizes the top 12 producers in the United States.