

### **The Real Heroes of Business...and Not a CEO among Them World Class Front Line**

How can you put the best of the best ideas to work for your business? Start by throwing out the hiring rule book. Talented service providers don't necessarily look good on paper, so most hiring processes eliminate them. Heroes shows:

- How to find the perfect people for your business
- How to create environments that sustain their great performances
- How to compute – in plain dollars and cents – what extraordinary performers add to the bottom line of business.

Everyone, from CEOs to frontline workers to managers who hire and train services pros, will also learn how to

- Make the great first impression – in person and on the telephone
- Design system that provide better service in both calm and crisis
- Provide the right incentives

**The Real Heroes of Business** will inspire you to the new standard of excellence in the kind of services you should demand and deliver.

