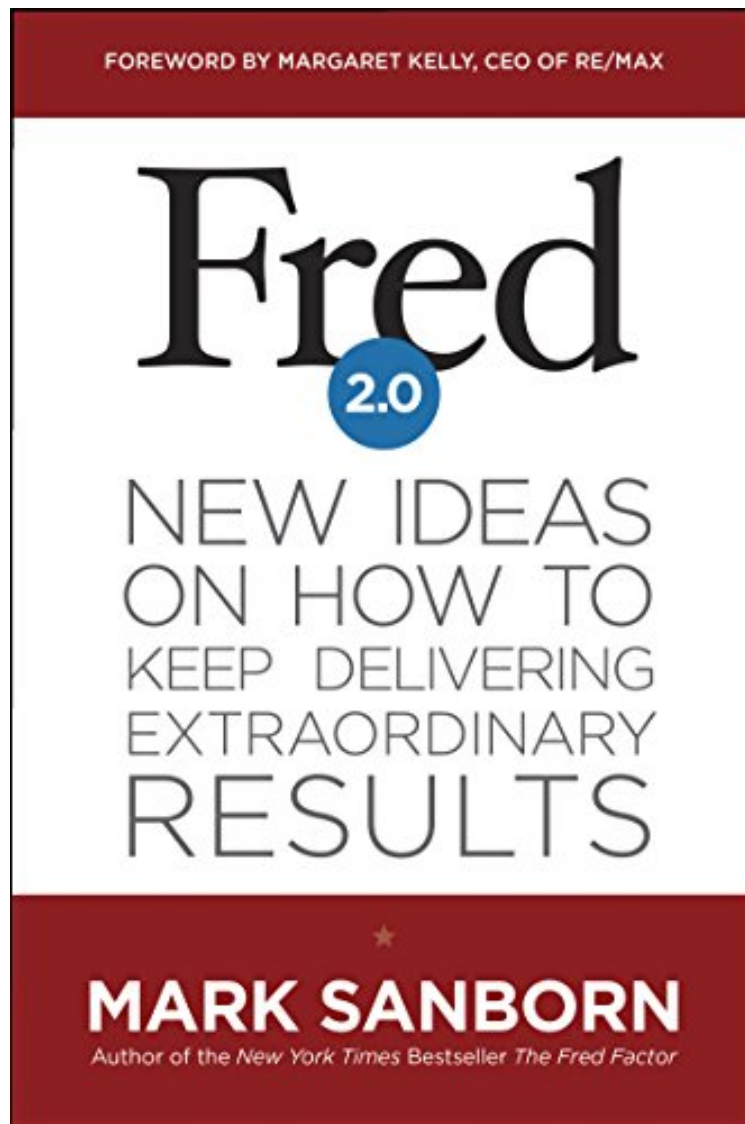


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Fred 2.0: New Ideas on How to Keep Delivering Extraordinary Results

Mark Sanborn

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Mark Sanborn : Fred 2.0: New Ideas on How to Keep Delivering Extraordinary Results before purchasing it in order to gage whether or not it would be worth my time, and all praised Fred 2.0: New Ideas on How to Keep Delivering Extraordinary Results:

2 of 2 people found the following review helpful. Expand Your Fred-nessBy Monty RaineyThere really aren't a lot of books that should be on everyone's "must read" list when you consider how varied our interests are. Sure, if you like biographies you simply can't miss Carl Van Doren's 1938 Pulitzer winner on Benjamin Franklin. If great literature is

your thing, Harper Lee's *To Kill A Mockingbird* ranks right up there, and if your desire is to learn how to budget your money, George Classen's *The Richest Man In Babylon* tops the list, but even these great books would not fit on everyone's "must read" list. Great literature may bore you to death and you may have no desire whatsoever to save money. Of the few books that do belong on everyone's list, the Bible comes to mind. Whether you are a believer in Christ or not, the Bible is simply full of great words to live by. And if you are a citizen of this universe, and I believe most people reading this are, you should add *The Fred Factor* by Mark Sanborn. It's just one of those rare books that would benefit everyone in some way. *FRED 2.0: New Ideas on How to Keep Delivering Extraordinary Results*, is a continuation of *The Fred Factor*. Here Sanborn expands on Fred-ness and as the subtitle suggests - presents fresh ideas to continue on your Fred journey. The story of Fred Shea the postman has become a staple in business, but being a Fred isn't about just business, it's about everything we do in our lives to help others and this book is chalk full of examples, anecdotes and ideas on how to increase your Fred-ness. There were many pearls of wisdom I found and I just want to touch on a few. The first one was about employees found in the opening pages when Sanborn writes, "Employees who offer nothing different from other employees are interchangeable." The same philosophy applies to business. If there is nothing unique or extraordinary about your business, you may have loyal customers but they won't be advocates for your business. Next I found this, "A commitment without a goal is like a trip without a road map; odds are you won't get to where you want to be." How true is this? People often confuse the two and because they feel a strong commitment, they fail to clearly define goals. Then on page 63 I found this gem, "What kind of difference did you make today?" I've made this my new email tagline. If we consistently keep that question in mind, we can't help but make a huge impact on others. I found this keepsake rule of customer service, "a problem is an opportunity to increase loyalty". We tend to view customer issues as something we have to deal with instead of viewing it an opportunity to build a better relationship with that customer. It's all in how you approach it. This was part of an entire chapter of gems on improving customer service and I'm only scratching the surface here. There's even a chapter of "Freducation" that discusses promoting Fred-ness in schools and other areas of child rearing. If I have any knock at all on this book it is that you should read *The Fred Factor* first, but I don't see that as a knock at all. If you haven't read *The Fred Factor* by now, what are you waiting on? Reading it first will just give the reader a better overall understanding of Fred-ness. In the first book, Sanborn does, I think, a better job of explaining what being a Fred is all about. Don't worry though, I'm sure some marketing genius is already presenting the idea of packaging the two books together. 1 of 1 people found the following review helpful. *Fred 2.0* is even better than *The Fred Factor*! By Gatchison I ordered *Fred 2.0* after reading a review on Michael Hyatt's excellent blog. I started into it, but found that I wanted to read *The Fred Factor* first. I loved *The Fred Factor*, but found *Fred 2.0* packed with even more examples of individuals going the extra mile to exceed their customers' needs. Mark Sanborn has hit on something that would turn many failing organizations into great places to work and do business. Greg Atchison, Ph.D., ACC President, Aspyre Coaching 1 of 1 people found the following review helpful. Great book to revive your spirit for excellence! By Marie M If you need to pick up your flagging enthusiasm for excellence, this book will remind you why and how to do just that. This isn't just the usual customer service boilerplate either. This is good stuff. I highly recommend and read it often, even after decades of customer service work under my belt.

Nine years ago, bestselling author and business consultant Mark Sanborn introduced the world to Fred, his postman, who delivered extraordinary service in simple but remarkable ways. Fred's story inspired millions. Companies—even, cities—were inspired to turn the ordinary into the extraordinary each day. Today, with stiff competition from the networked global economy, delivering extraordinary results is more important than ever. With *Fred 2.0*, Mark not only revisits the original Fred to gain new insights, but also equips all of us with new strategies to achieve more. You'll not only be inspired by *Fred 2.0*, you'll also have the tools and strategies to aim higher and achieve the extraordinary.

Mark Sanborn has done it again. . . . *Fred 2.0* demonstrates you can provide greater service, build better relationships, and create more value. It isn't just a recipe for finding more satisfaction at work; it's a blueprint for fixing our global economy. (Michael Hyatt, NYT bestselling author and former CEO of Thomas Nelson Publishers) At Zappos we have been using *The Fred Factor* for several years to inspire our employees to take ownership of customer service and to use their own experiences to live and deliver wow. (Tony Hsieh, CEO of Zappos.com Inc. and NYT bestselling author of *Delivering Happiness*) I promise that if you take Mark Sanborn's advice to heart and begin a more "Fred-like" existence, you will never view yourself the same way again. (John C. Maxwell, Popular speaker and bestselling author of *The 21 Irrefutable Laws of Leadership*) *Fred 2.0* is a book everyone in a service business will want to read and share! (Jennifer M. Griffith, President of Commerce National Bank) *The Fred Factor* has had a measurable impact on our university employees, and *Fred 2.0* is destined to create an even bigger ripple effect. This is a must-read book. (Beth Scheitzach, Manager of organizational development and training at the University of Central Florida) When Mark Sanborn first introduced us to Fred, he challenged us to do our jobs better. Now with *Fred 2.0*, he inspires us to take our service to the next level. (Harvey Mackay, #1 NYT bestselling author of *Swim with the*

Sharks without Being Eaten Alive) From the Inside Flap Who are these "Fred's"? Freds are the millions of people who have been inspired by Mark Sanborn's real-life mailman Fred Shea--and the millions more who exemplify Fred's code for success without knowing the real-life Fred. What makes Fred so extraordinary? He's a man who is passionate about his ordinary job, treating those on his mail route as his friends. In the process, he has turned an ordinary job into something truly extraordinary--and you can too. Mark reminds us that your life is what you make it. Let "Fred 2.0" inspire you to reach even higher and do more!

From the Back Cover Who are these "Fred's"? Freds are the millions of people who have been inspired by Mark Sanborn's real-life mailman Fred Shea and the millions more who exemplify Fred's code for success without knowing the real-life Fred. What makes Fred so extraordinary? He's a man who is passionate about his ordinary job, treating those on his mail route as his friends. In the process, he has turned an ordinary job into something truly extraordinary and you can too. Mark reminds us that your life is what you make it. Let Fred 2.0 inspire you to reach even higher and do more!

Transform the Ordinary into the Extraordinary Since writing *The Fred Factor* almost ten years ago, Mark Sanborn has met many people who were inspired by the original Fred to turn the ordinary into the extraordinary. What motivates these real-world "Fred's"? In *Fred 2.0*, Mark digs deeper, revealing principles that inspire these Fred-like individuals. With this book you, too, can discover passion in what you do.