

For Immediate Release

SUMMIT
Reach Your Peak And Elevate
Your Customers' Experience

By F. Scott Addis

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Contact: Lori Ames

631-539-4558

lori@theprfreelancer.com

*"This enjoyable, inspirational book, shows you how to grow your business by growing yourself, saving you years of hard work in achieving the success that is possible for you."
--Brian Tracy, author, Now Build A Great Business and Eat That Frog!*

*"Scott Addis is that unique business leader who translates his own successful approach in ways that we can actually use!"
--Ed Wallace, CEO, The Relational Capital Group and author of Business Relationships That Last*

PURPOSE AND PASSION ON THE CLIMB TO SUCCESS

New Book Offers The Tools And Training To Take Business Professionals To Their Peak Potential

Hard work, perseverance, competence, passion, integrity, enthusiasm – all traits entrepreneurs need to build their companies. Yet these alone will not enable one, as a business leader, to distinguish himself or herself from the pack. Only by pushing the envelope, taking risks, and inspiring others can anyone hope to cultivate a unique and lasting bond with clients and customers.

In **SUMMIT: Reach Your Peak And Elevate Your Customers' Experience**, F. Scott Addis teaches readers that the culmination of the journey lies in understanding that the journey itself – not reaching the destination – is what matters most.

Using anecdotes from his own career in building one of the most successful insurance brokerages in the United States from scratch, Addis explains how reaching the top is a never-ending cycle of self-awareness, self-criticism, and innovation. "You cannot stay on the summit forever; you have to come down again," he writes. "So why bother in the first place? Just this: One climbs, one sees. One descends, one sees no longer, but one has seen."

SUMMIT is filled with tools, strategies, systems and exercises designed to maximize one's leadership capabilities, such as:

- ***Your Passion Index***
- ***Creating Your Value Proposition***
- ***Discovering Your Unique Ability®***
- ***The Art of Goal Setting***
- ***Engineering the Customer Experience***

In addition there are discussions about work / life balance, leading vs. managing, finding the right mentor, and even ten strategies to elicit emotion in the purchasing process.

The pinnacle of this metaphorical ascent is the Customer Experience. In a world where customers are plied daily with products and services, most of which are indistinguishable from one another, how does one attain a lock on the customer's loyalty that transcends brand identity? "The way to avoid the hazards of commoditization is to have a clear value

proposition for both yourself and your business, an engaging statement of your worth and unique place in the market, which sets you apart from your competitors,” Addis says.

He illustrates this concept by relating his own career, when fresh out of Princeton, where he excelled as a scholar-athlete, he set out to create a unique identity in one of the most commoditized businesses on earth: insurance. Today, The Addis Group is recognized as one of the premier insurance brokers and risk management consultants in the United States. How did it accomplish this? By daring to be different.

Believing that the middle market consumer was starving for a differentiated approach, Addis developed the concept of a Risk Management Audit (RMA), which empowers organizations to identify, measure, prioritize and mitigate business risks. “I was aware that I had to create brand differentiation in the form of a unique value proposition,” says Addis. “A key element to our success has been our keen desire to differentiate ourselves in the marketplace through a unique customer experience.”

The last few steps of the climb are the toughest but the most rewarding, requiring mental toughness, commitment, drive, self-discipline, positive attitude, and positive self-image. “It is when you make the final ascent that you will discover your inner strengths,” Addis says. Whether an experienced business professional or just starting out, **SUMMIT** will support and strengthen one’s efforts to achieve full potential – to take readers straight to the peak to benefit themselves, their families, and their customers and clients.

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ABOUT THE AUTHOR: F. Scott Addis is president and CEO of The Addis Group and Addis Intellectual Capital (AIC). The Addis Group is an insurance brokerage and risk management consulting firm, while AIC is in the business of industry transformation. Addis has been recognized as one of the “25 Most Innovative Insurance Brokers in America” by the National Alliance for Insurance Education and Research and was an Inc. magazine finalist for “Entrepreneur of the Year.” A highly sought-after motivational speaker, Addis is a 1978 graduate of Princeton University and resides in Bryn Mawr, Pennsylvania. For more information visit www.FScottAddis.com.