



Excellence Wins: A No-Nonsense Guide to Becoming the Best in a World of Compromise

Dean Merrill (With)

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Jim Collins, author of *Good to Great*, co-author of *Built to Last*: "Horst Schulze created a culture of service that should be a model for all of us. By committing to the highest standards of professionalism - and creating the right systems to achieve them - he inspired thousands to embrace the core ideal of sheer unadulterated excellence. Schulze now shares his story, and his methods, so that the rest of us can be uplifted and taught by the master himself."

Dan Cathy, chairman and CEO, Chick-fil-A: "Horst Schulze's influence on my family and our business is undeniable. His approach to customer service revolutionized the hotel industry and set a high bar for all of us. His new book, *Excellence Wins*, weaves Horst's personal story with the practical wisdom he's gleaned from an incredible career of servant leadership. It's a must read for leaders and anyone passionate about serving people."

CEOs. Leaders without titles. Startups. Corporations. For-profits. Nonprofits.

It doesn't matter who you are or what you do - you want to become the best. You want to win, every time.

Horst Schulze knows how to win. In *Excellence Wins*, Schulze, in his absolute no-nonsense approach, shares the visionary and disruptive principles that have produced immense global successes over the course of his still-prolific fifty-year career.

As the co-founder and former president of Ritz-Carlton Hotel Co., Schulze fearlessly led the company to unprecedented multi-billion dollar growth, setting the business vision and people-focused standards that made the Ritz-Carlton brand globally elite.

Schulze's principles are both versatile and utterly practical to leaders of every age, career stage, and industry. You don't need a powerful title or a line of direct reports - you have everything you need to use them right now.

If you're searching for the blueprint to beating the competition and out-performing everyone around you, look no further than *Excellence Wins*. Schulze pulls no punches as a masterful guide to becoming the very best in a world of routine compromise.

Unleash the disruptive power of your true potential, own your career trajectory, and experience the game-changing proof firsthand: *Excellence Wins*.

Excellence Wins: A No-Nonsense Guide to Becoming the Best in a World of Compromise Details

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From Reader Review Excellence Wins: A No-Nonsense Guide to Becoming the Best in a World of Compromise for online ebook

Anthony says

I work in hospitality industry used to know a GM who was a department head of a Ritz-Carlton. He was the one who got me interested in the brand, and then I read and watched anything I could find about Horst Schulze and his story.

This book summarizes all what he said in his speeches on youtube, which I still recommend to watch as no book can show the level of passion and commitment this man has for creating excellent service.

The beautiful thing about his philosophy is that it neatly combines various business theories, psychology and produces something that really works.

Key points:

- People don't come to work for money. We seek purpose and relationships.
 - Key measurements. Guest satisfaction, employee satisfaction, lead indicators (sales)
 - Who are our customers? What do they want? How can we serve them better than competition?
 - Customers look for the following in any product or service: no defects, timeliness, friendly people
 - Personalize service. Adjust to the needs of each client
 - All problems come down to interactions with guests
 - Service: warm welcome, comply with guest wishes, warm farewell
 - Objective of a business: 1. Keep the customer. 2. Get new customers. 3. Encourage the customers to spend as much as possible!—but without sabotaging Objective Number One. 4. In all of the above, keep working toward more and more efficiency.
 - Make no excuses. Anything can be done
 - If you have a complaint. Own it immediately
 - Defect prevention is key to service excellence
 - CARE. Clean and repair everything
 - motivator in our lives isn't money; it's the opportunity to learn, grow in responsibilities, contribute to others, and be recognized for achievements.
 - management is caring for people
 - My point is, leaders are dreamers. They set their sights on worthwhile goals that will be good not only for themselves but also for their
 - Leadership implies that somebody has a destination in view and is taking people along to that destination.
 - Belief systems work. Culture works. The slogan or statement must be simply an interpretation of the real meaning and life within an organization.
 - “You won't accomplish what you don't measure.”
 - Do with excellence what the customer loves, and the money will follow.
 - There is always room at the top.
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