

The Neon Signs of Service™

Elevate service to an art with these simple, practical and often humorous anchors that will keep your team on track in challenging situations.

This interactive and fast-paced program gives participants many opportunities to practice using the Neon Signs as a way to quickly recall the powerful principles of great customer service collected by Holly Stiel in her 17 years as a professional concierge.

The program is intended to be facilitated by a manager or trainer and consists of twelve fast, fun, and focused lessons each approximately 30 minutes in length. The video on DVD is supported by a detailed Facilitator Guide and Participant Workbooks.

With Holly as the co-facilitator on the DVD and the extensive step-by-step detail provided in the Facilitator Guide, delivering this program is easy and fun. One lesson builds on the next and at the end of the twelve lessons you have what you need to deliver the kind of service that uplifts the service provider as well as the customer.

Lesson Contents

1. Introduction and The Psychic Salary™

Answers the question: "How does serving others serve me?"

2. Thank You Very Much

Introduces the foundation of the Neon Signs, which is based on the four most important words in any business, "Thank You Very Much!"

3. Overarching Neon Signs: "Stay in Touch with the Challenge" and "Choose"

Helps frame the mindset of the service professional and creates an attitude that counteracts stress.

4. The Me Sign™

Introduces the four "human needs" behind the business needs and the all important concept of "service as feelings."

5. The Wings of No™

Demonstrates how to make "no" fly without annoying the customer.

6. The Art of the Apology

Knowing how to apologize is an essential aspect of service. Delivering it well is an art form.

7. Make No Assumptions

Making assumptions can cause costly mistakes and embarrassing situations.

8. Dealing with the Double D's - It Isn't Personal - Notice, Name and Choose

A group of practical techniques for handling challenging customers.

9. Look for the Love

You can find inspiration and fulfillment in even the most challenging service situations - if you know what to look for.

10. Forgive

Combined with Lesson 9, the simple act of forgiving can reduce your stress.

11. Keep Dancing

A powerful technique for finding the rhythm in your work and a way to reframe busy times and reduce stress.

12. Bring Your Sense of Humor to Work

Illustrates the transforming power of humor.



You'll receive a DVD and a CD-ROM. The DVD includes the video training program which can be played on any consumer DVD player attached to a standard TV. It may also be used on DVD-enabled computers.

The CD-ROM contains a PDF file for unlimited self-printing of the 40-page Employee Workbook (licensed for use with this DVD training only). We also include a 60 page printed Facilitator Guide and a starter set of five printed Employee Workbooks.

And just for the fun of it we'll include fifty "Thank-you Very Much Bucks" and some paper Elvis glasses!

Your satisfaction is assured by our 100% money back guarantee.

Neon Signs of Service.....\$1950

To order please visit: stielmedia.com

StielMedia

107 Bridgeway
Sausalito, CA 94965
415-331-1660
sales@stielmedia.com

The Neon Signs of Service™

Here's what users like you have been saying about the program:

“Consumers are demanding great service. Holly’s Neon Signs of Service has such a cost effective way to communicate a great message to employees – the balance of providing great service, looking after the company and yourself. It’s just an excellent way to teach your staff how to function from the heart, yet within a corporate environment. It’s just an excellent experience.”

---Publisher, Where Magazine, Los Angeles

“We had been looking for a customer service training program for years. We purchased several and they just didn’t have the quality or the effectiveness we were looking for. We even sent people to the Ritz Carlton training and that didn’t have the take home value we needed.

We were just about to develop something ourselves when Frederic Holzberger (CEO Fredric’s Corporation, an Aveda Distributor) introduced us to Holly Stiel and her Neon Signs of Service. We have implemented the training in our salons and institute and are delighted with the results. Our teachers, coaches, employees and students are all inspired by this unique and effective training. We would whole heartedly recommend it to anyone seeking an effective customer service training program.”

---TJ Weaver, Douglas J Salons

“Holly has a unique gift for capturing the fundamental challenges faced by customer service professionals and creating completely fresh ways to handle them. Our front line staff has become more relaxed and confident in handling stressful customer service episodes since they integrated Holly’s concepts into their approach. We’re enjoying our highest customer satisfaction ratings ever.”

---Peggy Wynne Borgman, President, Preston Wynne, Inc.

“We can relate to it. She brings the real problems that she’s experienced and that we’re experiencing. What I like best is her “don’t take it personal!” because so many times you do. It really hits the mark.”

---Chief concierge, five star hotel

“It provides us a competitive advantage.”

---VP, Premiere Resorts

“Our guests are noticeable more pleased. We get noticeably better comment cards.”

---HR Director, Lakeside Village Resort

“I think it’s a great team building tool.”

---Front Office Manager, Deer Valley Lodge Resort

“I don’t think there was one person that didn’t come away thinking that they could conquer the world.”

---Head Concierge & VP Concierge Association, Orange County

“I tell this to people all the time and I really mean it - this is by far the best customer service program I have ever seen.”

---Head of Purchasing, Premiere Resorts

“The Neon Signs of Service are totally memorable. Four months after Holly’s visit to Beaver Creek our reservation department is still quoting her service wisdom. After hearing Holly at ISPA I was committed to introducing the program at our spa. They are the perfect touch points that connect with our staff as well as our customers.”

---Gaye Steinke, Beaver Creek Resort