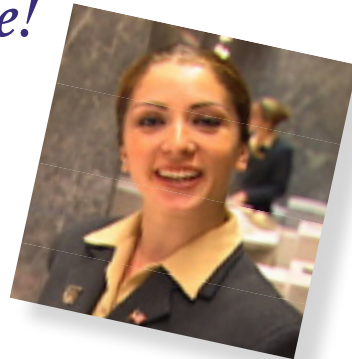


# Getting to the Heart *of* Customer Service



Comprehensive Service Training on DVD  
from  
Holly Stiel

*For Service Businesses  
the Front Line is the  
Bottom Line!*



**A**fter seventeen years on the front line in a busy five-star hotel I realized that only when a service provider feels satisfied and respected in their role can they truly give the kind of caring customer service that will keep customers coming back time and time again.

That's why our training takes a new and more successful approach: it focuses as much on how service providers take care of themselves, as it does on how they take care of their customers.

**O**ur programs bring personality, passion and pride into the equation. They not only deliver the practical real-world tools that make the job easier, they include inspirational insights from exceptional service providers in a broad range of fields and locations. They also provide extensive tips and techniques that managers can use to keep the training alive from day to day.

The end result is training programs that employees want to watch, which ultimately results in better retention and motivation.

Our programs have been extensively implemented and monitored in some of the biggest hotel chains in the world. In every case significant and immediate increases in customer satisfaction scores have been measured.



DVD Courseware developed  
by world renowned  
service expert Holly Stiel

## *Our courses include everything you need:*

**S**tiel Media courses are more than just a video. They're comprehensive training solutions that include supporting materials that not only make it easy for students to learn but easy for managers to facilitate.

The video courseware is delivered on DVD which can be played on any consumer DVD player attached to a standard TV. It may also be used on DVD-enabled computers.

The DVD menu makes it easy to jump to any lesson in the program without all the rewinding and hunting you do with videotape. Some courses even include interactive quizzes that make the review process more fun!



Included with the DVD are two detailed workbooks, one for the student and one for a manager or trainer who wants to facilitate the course. The Facilitator Guide contains detailed instructions on how to present the course, including tips for making the training more fun and engaging.

Our courses come with a starter set of five Participant Workbooks and a CD-ROM containing a PDF file to allow you unlimited printing of additional workbooks.

Depending on the subject, we also include other supporting materials such as job aids and professionally designed templates for handy forms and other information.

In one box you get everything you need to teach your entire staff for years to come. Please visit our website for more details.

## *Taking the High Road of Service™*



**T**ake your team beyond the basics to customer service excellence with the only comprehensive, professional, interactive, stand-alone customer service program in the industry

Set in beautiful hospitality locations and produced in an engaging “video-magazine” style, this award-winning program features:

- A DVD with six, 15 to 25 minute interactive lessons and a review.
- A wealth of insights, tips, techniques, role-plays, simulations and fun!

- A wacky interactive game show that promotes learning through laughter.
- Inspirational service insights from experts in other fields.
- For complete flexibility the course is designed to be viewed individually or facilitated in group settings by a manager.

### **The Lessons:**

#### **1. The Power of “Yes”**

Impress your guests (and your coworkers) with a “can-do” attitude. It actually makes your job easier!

#### **2. Clarifying Guests Needs**

Giving great service starts with truly understanding exactly what your guests want.

#### **3. The Wings of “No”**

In a world where the only thing that people want to hear is “yes,” you sometimes have to “make no fly!”

#### **4. The Art of the Apology**

With these techniques a sincere apology can turn a dissatisfied guest into a loyal customer.

#### **5. Professional Telephone Skills**

Often the telephone is the first chance you’ll have to make a good impression with a guest.

#### **6. Keeping Your Spirit Alive**

In this often stressful occupation you need these skills to maintain a positive attitude when faced with the challenges of the job.

## Concierge Express™



**I**n five easy lessons your front desk team will learn an invaluable set of skills and get the specific tools that will enable them to effortlessly provide truly memorable service to your guests. No matter what the price-point, your front desk will be wowing customers like a seasoned concierge!

### **Concierge Express includes:**

- A DVD with five, 20-30 minute lessons.
- Tips, techniques, role-plays, and fun.
- Professionally designed form and information templates guaranteed to impress your guests while simplifying your team's job.

- For complete flexibility the course is designed to be viewed individually or facilitated in group settings by a manager.
- A CD-ROM containing PDF files for printing the Participant Workbook.

### **The Lessons:**

#### **1. Setting-up to Serve**

Tools and techniques for managing the flow of information at a busy front desk. Watch all those post-it notes disappear!

#### **2. Giving Great Directions**

Clear, effective, professional and consistent driving directions are invaluable to business and recreational guests.

#### **3. Making Recommendations that will Delight Your Guests**

Whether it's dinner or recreation a good recommendation can make a guest's day!

#### **4. How to Respond to Frequently Asked Questions**

Make life simpler for both your team and your guests by developing a consistent set of correct answers for all those questions you get asked everyday!

#### **5. The Art of Recognizing Guests**

Nothing builds customer loyalty faster than personalized service. This lesson gives you a powerful set of techniques that will endear you to your guests.

## *The Neon Signs of Service™*



**H**olly has distilled seventeen years of service wisdom into a concentrated set of nuggets encapsulated in twelve easy-to-digest lessons. Each service principle is represented by a flashing neon sign - a symbol that makes it easy for the service provider to remember what to do in every situation.

Designed to be facilitated by a manager, this course is a great way to start the “service conversation” with your staff.

### **The Lessons:**

#### **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 - the four most important words in any business, “Thank You Very Much!”

#### **3. “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™**

How to make “no” fly without annoying customers.

#### **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

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

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.

“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 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 have implemented Stiel Media 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

“Consumers are demanding great service. Holly’s Neon Signs of Service is 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

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