

Holly Stiel's **Service Moments!**

Keep your service spirit alive with these little insights from world renowned service expert Holly Stiel

I See You

For many years, I have been teaching the concept that all customers wear a giant sign on them that says ME. In my classes, I explain that what customers are really saying without actually saying it is “pay attention to me”, let me know you care about me, listen to me, respect me, acknowledge me, remember me--in essence-- see me with your heart, soul and intelligence, not just with your eyes. There is no greater human need then to believe that you have been deeply acknowledged. Paying attention to this human need actually makes business needs infinitely easier to master; it is the foundation for every service you provide.

Recently, I watched the 3-D phenomenon Avatar and was thrilled to realize that a worldwide audience was receiving this message. The standard greeting in Pandora, the fictional planet where Avatar takes place, is “I see you.” James Cameron has summed it all up into three simple words: the gift of being seen by another person is what everyone is not only craving but what everyone deserves.

As a service provider, imagine that the standard greeting in your place of business was “I see you,” what would you do differently? How would you behave differently? What would the impact of the service be if each of us took the extra moment to stop and really see people? We would no longer speak in the language of “fronts”, #’s or transactions. We would communicate through connection and relationships, resulting in loyalty and repeat business; that is, of course, the ultimate goal of every service business. Because you subscribe to Service Moments, I thank you for “seeing me” and because you are reading this... I definitely see you.

If you have examples or thoughts about the importance of “attitude” in your work, please send your comments and stories to holly@thankyouverymuchinc.com. We’d love to hear from you!

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