

Holly Stiel's **Service Moments!**

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

Be Still and Gnome



I was visiting Boston recently and was drawn to a store called The Fairy Shop on the famous Newberry Street. It wasn't the name of the store that caught my attention, but the sign in the window that read, "Just Chillin With My Gnomes." I wanted to cross the threshold and be

transformed—if only for a moment—by the mystical and magical (albeit useless) bric-a-brac and lightheartedness of gnomes, fairies and dragons, with a few Alice in Wonderland items to round out the product line.

Even though I wasn't immediately compelled to make a purchase, it felt good to be in the store. While browsing, however, I did think of my close friend who loves unicorns and is going through a rough patch. So, I bought a small package of band-aids, adorned with unicorns, for a grand total of \$5.95. When I reached the register, I asked Mike, the owner of The Fairy Shop, if he thought they might

work for a broken-heart-type boo-boo, as they would be a gift for my friend separating from a long marriage. He immediately said he thought they could work and asked if I wanted a "magical pouch" to put them in. Well, of course I did! He then proceeded not only to put the little bandage tin in the purple pouch, but also sprinkled dried lavender and pink roses into the bag. As if that special treatment for my under six-dollar purchase wasn't enough, he then reached for a bowl filled with white sparkles, emblazoned with a big sign that read, "Magical Fairy Dust". These, too, were sprinkled into the bag containing the unicorn Band-Aids.

I'm not sure how effective—beyond a giggle—this little gift will be for my friend's broken heart, but I do know how much Mike impressed me with his sweet and special gestures. In fact, it prompted me to buy a garden gnome and write this service moment to share with everyone on my list. It's a great reminder that, regardless of what your customers spend, special treatment encourages them to spend more. It also makes you feel good, kind of like magic! So I ask you, what brand of magical fairy dust can you sprinkle on your business today?

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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