



# SMILE! Customer Service

## Quick Reference Sheet

with Reggie Wilson and produced by  
Joel Leskowitz, SunShower Learning  
[www.smile-video.com](http://www.smile-video.com) 888-723-8517

### The SMILE! Customer Service Training Video

Open the door to a positive attitude, a committed workplace and extraordinary customer care.

SMILE! is an award-winning video training program featuring Reggie Wilson, a Seattle bus driver. In this 12 min. video, Reggie speaks from his heart about the day-in, day-out experience of doing his job and dealing with customers. He shares his secrets for working with the public, and making a choice everyday to be positive - for the sake of his riders, and for his own sake. The video also captures comments from Reggie's supervisor and from riders, many of whom are so loyal that they actually wait for his bus.

SMILE! received 3.5 out of 4 stars from Training Media Review. "SMILE! is powerfully motivational... Reggie's story makes the case better than words. If you need to encourage a positive service approach (or have a difficult or 'poisoned' service environment), SMILE! is a great training choice."

SMILE! has been used by companies like Citicorp, State Farm, Saks 5th Ave., Costco, City of Atlanta, San Diego Padres and hundreds more. Trainers and facilitators in retail, healthcare, banking, transportation, food service, entertainment, government, etc., have found it to be useful for customer service, orientation, and other training where you want to discuss attitude, motivation and the power of personal choice.

#### The SMILE! program includes:

- 1. 12 min. video:** a burst of energy gets your people involved and talking about delivering great service.
- 2. 25 Leader's Guide:** Background information, sample training session, reproducible pages you can hand out.
- 3. 10 SMILE! buttons:** A fun button to take away from the meeting. Everyone loves the SMILE! button.

**SMILE! Costs:** The SMILE! program is \$595 (VHS or DVD).

**SMILE! Discounts:** We offer great discounts for Educational (25%), Non-profit organizations (25%) and Government agencies (10%). Please contact us to see if you qualify.

**SMILE! Multiple Copy Discounts:** We also offer multiple copy discounts. If you need two copies, you get 5% off. If you need 500 copies, we can give you a great discount, too. And everything in between.

More information is available at our website: <http://www.smile-video.com>

Watch a preview of the video online, or order a free preview directly from the producer, SunShower Learning. Please call 888-723-8517. Reggie and Joel are available for in-house SMILE! seminars.

We are always available to discuss SMILE! It is a pleasure to share this program.

Call 888-723-8517 or email [joel@Smile-Video.com](mailto:joel@Smile-Video.com)



## Praise for SMILE!

with Reggie Wilson and produced by  
Joel Leskowitz, SunShower Learning

[www.smile-video.com](http://www.smile-video.com) 888-723-8517

"I use it more for a motivation enhancer than I do for customer service, although it would certainly work well for CS. I think it teaches the importance of individual 'accountability' for the organization...going beyond your regular 'responsibilities.' Everyone has their regular job responsibilities...that's what I pay my people for. Accountability to me means going beyond your regular responsibilities. It means being accountable to your team members, the customer...the situation at hand. It means being accountable for your personal attitude when dealing with others. These are the things I talk to our employees about when I show the film."

~ Sam Splear, Manager QCHR, the John Deere & Company

"I looked long and hard for a program to use for the Metro Transit Authority (MTA) here in Nashville. There are hundreds of customer service training tapes out there and none of them seemed appropriate. As soon as I saw 'SMILE!' I knew I had found my program. And when the folks at the MTA saw it - it sealed the deal. SMILE! is now a part of the new employee training as well as the customer service training for all existing MTA employees. Thank you for bringing a SMILE! to the faces of so many here in Nashville; if I could have rubbed Aladdin's lamp and got my wish - it would have been THIS program!"

~ David L. Preston, Hospitality Industry Training Director, Nashville Convention and Visitors Bureau

"Taking ownership for our lives is a difficult undertaking for many people so I was happy to see some 'lights go on.' If they use this insight back on their jobs, it will make a real difference in their own lives and in customer service."

~ Daphne Wright, Director of Training and Education for the South Georgia Medical Center

"I enjoy the program a great deal. I use it in my orientation program during that dull time after lunch. It picks everyone up and we have a great time. Reggie is such an engaging character that it's almost impossible not to get involved with the video. By the time I have people moving their chairs and singing, they are ready to meet Reggie. We set up the chairs in rows with an aisle- just like a bus- and we sing along. I think the concepts are clear and clearly presented. Oh, and we all wear the SMILE! buttons, too!"

~ Candy Gusst, Director of Training, Beneficial Savings Bank

"SMILE is a wonderful tool for internal or external customer service, as well as teambuilding training. Its upbeat and practical approach keeps people engaged and having fun while providing ideas that can be immediately put to use."

~ Chris Petrizzo, Training Manager, Pikes Peak Library District

"Adored the video! Adored Reggie! And I adored the inspirational message! It is perfect for Customer Service and for a sometimes needed shot of encouragement. I absolutely LOVE the button! With a rapidly down turning economy, and a lot of people seeming in dire straights, the button seems to cheer them up when they come into my office and see it. I have been told that I am always smiling and I'm often asked how I do it - the button reinforces that. I would love to purchase more buttons...!"

~ Kari Turner, United States Postal Service

SMILE! is a unique and compelling video because of Reggie Wilson. Enthusiastic motivational presentations can sometimes help sales and service employees improve their attitudes, but Reggie's story makes the case better than words. If you need to encourage a positive service approach (or have a difficult or 'poisoned' service environment), SMILE! is a great training choice.

~ Training Media Review