

UNREASONABLE HOLLY

Take your team through the Unreasonable Hospitality curriculum in a full-day workshop.

How to Transform Ordinary Customer Interactions Into Extraordinary Moments of Human Connection

Hospitality is your #1 competitive advantage. So how do you elevate your customers' experience to a point they simply can't stop talking about you?

Through **Unreasonable Hospitality!**

Led by Unreasonable Hospitality Coach Holly Fisher, this full-day workshop includes teaching, exercises, brainstorming and feedback. You'll work through the incredible framework created by Will Guidara, author of the best-selling book "Unreasonable Hospitality." Then, together we'll build your Customer Journey Advantage Map.

During the workshop:



Learn the philosophy behind Unreasonable Hospitality

Dig into the difference between service vs. hospitality.



Review your customer's journey

Identify all the customer touchpoints for your business.

Brainstorm ways to elevate those touchpoints ... in small, medium, and large ways.



Develop a plan + execute

Identify recurring moments in your customer's journey.

Learn how to create systems around hospitality.

Develop a plan to implement your ideas and assign ownership.

How it works

Build Your Hospitality Plan

Workshops may be conducted in person or virtually. Gather your team for a full-day session. You'll benefit from devoting time and energy to creating a strategy and plan to up level your hospitality.

Support to Stay on Track

Set up monthly check-in calls with Holly to track your progress, troubleshoot any challenges and celebrate your successes. [Monthly for 11 months following your workshop.]

Your Business Flourishes

- Boost customer loyalty
- Motivate your team
- Increase referrals
- Grow your business

Your Investment

\$10,000 for the workshop and 11 months of coaching

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Sign up today and claim these bonuses!



Bonus 1: Unlimited Email Access

Get unlimited email access to Holly during this 12-month program, so you don't have to wait to get your questions answered or get a dose of encouragement to keep moving forward.



Bonus 2: Invite to the Coffee Club

All coaching clients are invited to join the Fuel For Your Marketing Coffee Club with quarterly marketing Q&A sessions, fun gifts and discounts on Holly's marketing packages. This service is offered via Fisher Creative Marketing.

Workshops are \$10,000. That includes:

- Full-day workshop (in-person or virtual).
- 11 monthly check-in calls.
- A printed or digital workbook for each participant.
- Up to 10 copies of "Unreasonable Hospitality" by Will Guidara.
- Supplies needed for an in-person workshop.

* Please note additional fees may apply for organizations that require an overnight stay or airline flight.



Together, we'll transform your customer experience. Turn one-time customers into repeat customers. Turn ongoing customers into raving fans. They won't be able to stop talking about your business. It's like having an army of (free!) brand ambassadors.

Let's do this! Schedule a discovery call today and let's get your workshop on the calendar.

[**Schedule a
Discovery Call**](#)