



For Immediate Release

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Hotels and Resorts – Stark Service Solutions teams up with Brandon Steiner as their featured speaker in training program

Scottsdale, Arizona, July 19, 2007 -- Stark Service Solutions announced today a special partnership with the well known author and chairman of **Steiner Sports Marketing, Brandon Steiner**. Stark's coaching and development program teaches managers how to coach their team members and raise them to the next level. This program provides the tools that advance accountability, consistency and coaching skills, which insures associate satisfaction and directly correlates to guest satisfaction.

Currently, the Stark Program features Brandon's best-selling book, The Business Playbook, Leadership Lessons from the World of Sports and an accompanying workbook. This program challenges managers to enhance their coaching skills. The book presents simple principles that have helped great star athletes; many of whom are personal friends of Brandon. These principles are universally applicable. However, Brandon's background in hospitality makes them especially pertinent to hoteliers that are looking to develop their team and product for maximum profitability. The accompanying workbook facilitates specific application for the success plan that has worked for Brandon and countless others.

Now, with this new partnership, Brandon Steiner is Stark's only recommended motivational speaker. ***"We are delighted to offer our clients the opportunity to hear Brandon's brilliant insight first hand. The opportunity to personally interact with him will bring even greater benefits to our clients."*** Comments Naomi Stark, President and CEO of Stark Service Solutions.

"The opportunity to directly interact with an audience that is actively adopting the principles laid out in The Business Playbook is thrilling. The concepts presented during speaking appearances with Stark client's compliment the program and will propel them to the realization of their objectives." Comments Brandon Steiner, CEO and Founder of Steiner Sports. Brandon is also available and well known as a motivational speaker and has regularly been featured on CNBC, CNN, MSNBC and ESPN and currently has shows on Sirius Radio, ESPN Radio NY, and on TV, the NY Yankees YES Network and the NY Mets SNY Network.



Some of the topics Brandon so eloquently addresses are:

- **Selling**, which answers the questions: *Are you taking advantage of the many ways of increasing sales? How to improve your relationship with existing clients? And, how can we get new clients?*
- **Team Work**, this intelligent discussion has been especially designed with your associates as the target audience.
- **Building a Fan Base vs. Networking**, this compelling speech addresses how to work towards being a better communicator and how to deal with change.
- **Going from Good to Great**, this presentation focuses team members on focusing on the things they can control and to stop blaming others.

Visit us today at www.starkservicesolutions.com/motivation or call us at **1.866.281.5062** to learn more about this powerful Coaching Development program and about booking Brandon Steiner for a speaking appearance for your team.

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