

# BOB BROWN | *The Front Office Success Program*

## Systems, Tools and Training for the Welcoming Arm of Your Hotel

The first ten minutes of a guest's check-in experience determines guest loyalty or defection. Does your valet, door, bell, front desk and concierge and PBX team create an extraordinary experience? Or is your staff just performing tasks?

### **Part 1: Assessment**

First hand observation, conducting interviews and reviewing current state performance measurements sets the stage for building tools and delivering training for a service excellence culture.

We will:

- **Observe Present Practices**
- **Identify Performance Detractors**
- **Identify Complaints and Compliments**
- **Review Service Measurements**

### **Part 2: Manager's Tools and Systems Writing Workshop**

A solid foundation of product knowledge and service and sales practices is essential to create a culture of service and sales excellence.

Both your front line and managers need to be on the same sheet of music—share a common language and possess the tools and systems that create service excellence.

We will:

- **Create Custom Game Plans:** Valet, Door, Bell, Front Office, PBX and Concierge
- **Write Sales Dialogue for all Hotel Services:** Billable and Non-Billable
- **Establish Pre-Shift Guidelines**

### **Part 3: Service Excellence for Lifetime Loyalty**

In a world where only superior service ensures loyalty are you and your staff armed with the tools, knowledge and service pizzazz to attract, retain customers for life? Or—are you paying the price of mediocre service?

Participants will learn:

- **The Six Building Blocks of a Service Star**
- **The Art of Respectful Phrasing**
- **The Six Steps of Handling Customer Complaints**
- **The Empathy Tool Box**
- **Service Dazzlers**

#### **Part 4: Presentation and Coaching for Star Performance**

Every manager—every supervisor knows the importance of great presentations—they make their message come alive, enhance learning and boost morale.

And—every manager also knows the impact of effective coaching—how it “turns talent into performance,” builds guest and employee loyalty, and brings dollars to the bottom line. Yet—these two competencies are two of the most intriguing and difficult to master.

Participants will learn:

- **The Ten Ingredients of a Dynamite Presentation**
- **The Six Steps of Running a Magnificent Pre-Shift**
- **Casting for Star Performance**
- **The Six Coaching Strategies for Star Performance**
- **The Art of the Coaching Conversation**