

Four Course Hospitality



*a step by step approach
to creating memorable
experiences*



Hospitality

noun hos·pi·tal·i·ty

generous and friendly treatment
of visitors and guests

What are the 4 courses of hospitality?

- ▶ The approach (appetizer)
- ▶ The initial greeting (soup/salad)
- ▶ My interaction with the customer (main course)
- ▶ Departure (dessert)

THE APPROACH

(appetizer)

This is what draws the customer into the experience they are about to have. Have you ever eaten an appetizer at a restaurant that was terrible and think to yourself “well that’s alright – I know the rest of the meal is going to be great”? NO? Well neither does your customer if they don’t have a great first experience with you!

Did you stop what you were doing and actively greet them?

Did you ask if they needed help with anything?

Did you smile and actively make them feel welcome?

Are you clean, appropriately dressed and ready to serve them?

THE INITIAL GREETING (soup/salad)

This is the refreshing beginning to the main course. After the appetizer is served, this course is the prelude of what is to come. For you, this is the beginning conversation/interaction with the customer. This is what sets the tone for what comes next. It's only a moment for two but it solidly determines enjoyment of what you're serving up next....the main course.

- ▶ Did I make eye contact with the customer and smile?
- ▶ Am I standing up straight and appear ready to serve them?
- ▶ Is my workplace in order and neatly organized?

MY INTERACTION WITH THE CUSTOMER (The Main Course)

This is what we've all been waiting for! The best part of all. When your main course comes out, is it everything you've been waiting for? Does it look like it came straight out of the commercial you saw? ...or does it leave you wishing you had gone somewhere else and not wasted your hard earned money on what's sitting there in front of you? For you – this is the moment where you make the magic happen!

- ▶ Did I greet the customer?
- ▶ Did I use their name if I know it?
- ▶ Did I ask how they are doing?
- ▶ Did I ask if they found everything they needed?
- ▶ If I don't know them, did I ask if they are new in town or visiting?
- ▶ Can I make suggestions about what to see and do if they are not from my town?

DESSERT

(the departure)

Once you get to dessert, you should feel happy and satisfied and just need that “little taste of sweetness” to make it all perfect.


- ▶ Did I smile and thank the customer for choosing our place of business today?
- ▶ Did I ask if there is anything else I can do for them?
- ▶ Did I ask them to come back again?
- ▶ Did I wish them a great day?



transaction versus experience

There is absolutely nothing
memorable about a transaction.

Experiences are :

- ▶ remembered
 - ▶ repeated
 - ▶ relayed to others
- 

How do I create a memorable experience every time?

Like everything that is done well, consistency is the key. Creating memorable experiences is not rocket science – but it does require a commitment.

There are two tenets to the foundation of any memorable experience provided to another person:

- ▶ Verbiage
- ▶ Body Language

LET'S EXPLORE!

What do I think? How do I look? How do I feel? Why does it matter?

The words you use are powerful! Choosing the right words to use when interacting with a customer determines how you and the business you work for are perceived.

- ▶ “May I take your plate” vs. “Are you finished” .
 - ▶ “I’m happy to assist” vs. “No problem” .
 - ▶ “Here’s your change” (or simply nothing as you hand the change back!) vs. “Thank you for visiting us today, your change is \$4.32. Come see us again soon!”
 - ▶ “Is everything OK” vs “How is your burger?”
- ▶ The expression on your face is key to how a person will react to you. It’s the first thing they really see.
 - ▶ How you stand/carry yourself speaks volumes about how others perceive that their interaction with you will go.
 - ▶ Your appearance tells others how much you care.
 - ▶ How much you are paying attention to the customer relates to them the concern you have for their complete satisfaction.

Phone Presence: People CAN see you by listening to your voice!

- ▶ Can you hear her voice?
- ▶ Do you think she cares about truly helping the person on the other end of the call?
- ▶ Would you trust what she is going to do with the information the caller is sharing?
- ▶ Do you want her handling YOUR call?





All it
takes is
you...

Making the first impression great (when they can't even see me)

- ▶ Speak clearly, at an even pace, and SMILE while you are talking
- ▶ Avoid slang terms
- ▶ Do not rush the caller!
- ▶ Use terms like “let me connect you to” in place of “let me transfer you to”
- ▶ If you must place a person on hold ASK IF IT IS OK! “May I place you on a brief hold?” is much better received than “Hold please”.
- ▶ Before ending the call, always ask if there is anything else you can help them with and THANK them for calling.

Be a role model (you never know who is watching!)

DO

- ▶ Display a positive attitude
- ▶ Be helpful with customers and coworkers
- ▶ A good listener
- ▶ Dependable and knowledgeable
- ▶ Able to make decisions – take the initiative.
- ▶ Learn as much as possible about all aspect of your place of employment

DON'T

- ▶ Assume
- ▶ Argue (with customers OR coworkers in front of customers)
- ▶ Have personal conversations in front of customers
- ▶ Have your cell phone out
- ▶ Badmouth your lace of employment inside or outside of work
- ▶ GOSSIP



Are you creating
loyal customers?

Are they for your
business or
someone else's?

My Daily Plan for Success

- ▶ I contribute to the overall success of my place of business
- ▶ I proudly promote my place of business
- ▶ I help my fellow teammates
- ▶ I act, dress and communicate professionally
- ▶ I keep my workplace clean, safe and problem-free
- ▶ I am an expert in my field
- ▶ I show respect for my team and our customers
- ▶ I know our customers
- ▶ I actively share information with our customers about our place of business and our community
- ▶ I look for ways to personalize the experience and delight our customers
- ▶ I greet our customers before they greet me
- ▶ I build loyalty by expressing genuine pleasure in taking care of our customers
- ▶ I respond positively to our customers
- ▶ I actively resolve problems
- ▶ I thank our customers and ask them to return

This is your story. If you don't write it, somebody else will.



Don't be Bon Qui Qui