

# SERVAUS

Hotel Development & Management

**NAME** : Social Guest Skills

**PURPOSE** : This seminar focuses on the creating awareness for the importance of communication processes in our professional life and by doing so improving the level of communication between guest, managers and the employees. Achieving this can lead to improved guest satisfaction which in return will likely to improve productivity of workers and profitability of the operation.

**CONTENT** : Concepts of Communication and effective communication will be defined by using examples from professional daily life. Non-Verbal communication, with special emphasis given to BODY LANGUAGE, will be analyzed due to its subconscious dimension which puts us in constant communication with people around us regardless of if we want to communicate or not. Techniques such as ACTIVE LISTENING and ASKING QUESTIONS will be expressed in order to better understand our guest to provide them with the highest level of service they deserve. Certain SERVICE RECOVERY tactics will be presented to convert a potentially damaging guest complaint into an opportunity solve a guest problem. Different communication tactics will be presented in dealing with different types of guests such as: VIP guests, difficult guests...

## **DETAILS OF THE SUBJECT:**

- Basic Communication Concepts and Definitions
  - Definition of Communication and Effective Communication
  - A simple communication (miscommunication) model.
- Types of Communication, Why is it significant (important)?
  - Communicating with Sound
    - Communicating with Sound and with Words
    - Communicating with Sound and without Words
  - Communicating without Sound
    - Communicating without Sound but with Words
    - Communicating without Sound and without Words (Body Language)
      - Eye Contact, Body Posture, Facial Expressions, Hands and arms
- Obstacles that effect communication
  - Obstacles raising from the sender
  - Obstacles raising from the receiver
  - Environmental factors
- Understanding our Guest
  - What does the guest 'really' want? Why and How do they complain?
  - Obtaining information from the Guest, (Knowing what, how and when to ask.)
  - Active Listening techniques
  - Empathic approach to guest communication.
- Communicating with different types of Guests
  - VIP Guests
  - Difficult Guests
  - Angry Guests
  - Talkative Guests
  - Inappropriate / Un-welcomed People
    - Intoxicated Guests, Suspicious People, Unwanted People
- Telephone Communication Skills
  - First Contact
  - Determining the nature of the call
  - How to transfer a guest call?
  - Smiling on the telephone? But why?