

DAILY HUDDLE

Be Confident – Be Empowered – Lead from the Heart

Sweet Results

If you aim higher than you expect, you could reach higher than you dreamed!" -Richard Branson

INFORMATION

Arrivals/Departures - Departments – VIPS – Groups – Meetings - Local

RECOGNITION

New Hires – Anniversaries – Birthdays - Shout Outs!

COACHING

TODAY'S FOCUS: LOYALTY SIGN-UPS! TEN DAY CHALLENGE!

Presenter: To prepare, read through the material. Have either paper, flip charts, or post-it notes and pens ready.

Ask: Why are loyalty members so important? (Loyalty members stay more, pay more, and cost less for our hotel.)

Ask: Who knows what our loyalty sign-up goal is? (Take guesses, then share our goal and write it on your flip chart.)

Say: We have been challenged to see how many loyalty sign-ups we can get in TEN DAYS! How many do you think we can achieve? (Take guesses and have an additional prize for the person closest when the challenge is done.)

Say: Here is what YOU/WE will get for each sign-up. (Or share a team goal.) Share what they can get from the brand and what your hotel/company will do.

Say: Let's review three key items new members can use if they sign up today. (Internet? Late checkout? Mobile app? Early check-in? Upgrade? Bonus Points?) For example, "Mrs. Jones, if you sign up today, we will start you out with 1000 bonus points!"

Ask: What are the top 5 benefits of becoming a member that you can share with guests?

Ask: How can we invite guests when we work in other departments such as F&B, Housekeeping, Events, etc.? (Log answers on a flip chart or note-taking.)

Ask: What are some qualifying questions you can ask when a guest checks in? (Are you a member? Do you travel more than five nights a year? Are you part of an airline loyalty program? Did you Uber or Lyft to the hotel? The program is free; you can earn hotel nights or airline miles.) Have team members face each other and practice how that might sound.

Ask: Does everyone know how to sign up a new member? How about if you are in another department other than the front desk?

Today's Key Message: Loyalty members stay more, pay more, and cost less for our hotel, AND you can earn _____!

Let's get obsessed with LOYALTY!

Everyone put your hands in. I SAY, "You've Been Challenged," and if you're up for it, YOU SAY, "Challenge Accepted!" Have everyone sign off on the Loyalty Challenge Flip Chart and hang your goal and commitment in the team area.

GOALS

Daily Goal - Guest Service Goal -Follow-up from Yesterday.