

DAILY HUDDLE

Be Confident - Be Empowered - Lead from the Heart

Sweet Results

“People don't care how much you know until they know how much you care”

— Theodore Roosevelt

INFORMATION

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

RECOGNITION

New Hires - Anniversaries - Birthdays - Shout Outs!

COACHING

TODAY'S FOCUS: MAKING LOYAL GUESTS FEEL VALUED

(Presenter: To prepare, read through the material. Print your PMS screens, Housekeeping Board, and Micros to show examples of where they can find information on our guests and their loyalty.)

Say: APPRECIATED vs. RECOGNIZED? I will share a few statements. Can you tell me if it is appreciation or recognition?

-I see you are a Gold member with 15,000 Points. (have them identify A or R)

-Congratulations on your Platinum achievement! We thank you for choosing our hotel!

-Wow! You have over 1 million points! Thank you for your loyalty. What would you like to spend your points on?

-Your Diamond status provides you with late checkout.

Say: Did you feel the difference? One has feelings, and one is logic. People buy on emotion and justify with logic.

Ask: What are the two items that guests care about the most when it comes to our loyalty program? (Their Status and Points) YES! Let's first tap into emotion and appreciation for their status and how many points they have!

Ask: What can we know about a guest just by looking at our PMS System? (Show Image - Status, points, just achieved, anniversary, notes, welcome back or first stay, birthday, last stays, preferences. Add anything else.)

Say: When showing genuine appreciation, it doesn't have to be bells and whistles, candy, and spinner wheels. What they REALLY want the most is to be appreciated for choosing YOU over all the competition.

Ask: Could we commit to finding one item to connect with each of our guests every day?

Ask: How can you do this if you're in another department? (Housekeeping boards have guest status, micros show guest status, and Houseperson & Engineering can ask before visiting a room. Share ideas they can do.)

COMMIT: What is one thing you WILL do today to appreciate and recognize our loyal guests?

GOALS

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