

DAILY HUDDLE

Be Confident – Be Empowered – Lead from the Heart

Sweet Results

Your success is 20% strategy & 80% mindset!

INFORMATION

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

RECOGNITION

New Hires – Anniversaries – Birthdays - Shout Outs!

COACHING

TODAY'S FOCUS: MINDSET - LOYALTY MEMBERS

(Presenter: To prepare, read through the material, print the picture page, and use flip charts or post-it notes.)

Ask: How much do you think our highest loyalty tier member spends in our hotels annually? (Get guesses)

Say: Share your brand's stats. (Find out your brand's nights/spend amount | Marriott Bonvoy Ambassador's spend 25k/100 nights)

Ask: What can you buy with \$____ dollars? (take guesses) Show them the picture page and share some items, including rent for 2 years!

Ask: If you spent \$____ at a business in one year, what kind of service would you expect? (Field answers – Would you want them to know your name, preferences or be flexible with considerations?)

Say: How we think of our loyalty guests plays a HUGE part in how we make them feel. If we show up thinking they are entitled and undeserving, that's exactly the energy they will feel.

Say: Do you think they deserve their benefits? (YES! Let's celebrate them like we would expect to be.)

Say: If they leave feeling that way, what are some consequences? (Lost business, bad surveys, less opportunity for us, fewer incentives for the team, etc.)

Do: What is one thing you can do in your role that can show genuine appreciation for our loyalty guests? (Use their name, recognize their status, share a benefit, personalize their room, leave a note card, find out their birthday and log it in our system, etc.) Will you do this today?

Today's Key Message: How we view it is how we do it! We decide how we show up and how we feel about our loyalty guests.

GOALS

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



1978 Montrachet \$24,000



1,041 a month