

Pineapple Pro Tip

Wear Your Crown – Celebrate Birthdays



Say **YES** to celebrating Birthdays and building relationships. Most of our hotel brands today have CRM systems where we can build information about our guests/customers to help you personalize a special day.

Be Confident, Empowered, and Lead from the Heart by creating memorable experiences. Here are ten great tips to help you to get creative! (Of course, I've included a bonus tip, always give 110%!)

1. **Customer service 101:** If ever you have someone's license, first thing, CHECK THEIR BIRTH DATE! You may be missing the opportunity to make someone feel special and build a relationship.
2. **Send a Birthday Card:** Have the whole team sign it! **Be Empowered**, have birthday cards on hand for that last-minute information, and respond immediately! Also include a birthday offer in their card.
3. **Call your Customer, Client, Colleague, or Associate:** To wish them a happy birthday. You never know if that call will lead to something more significant. As a matter of fact, I JUST had **Dusty Smith** call me and say, "I didn't want to just send a text, I wanted to be the first to **call** you and wish you a happy birthday!" Is that cool or cool? I sure feel special! 😊
4. **Birthday Coupon:** Give your birthday customers a coupon to celebrate. For example, a complimentary Captain and Diet Coke at the hotel bar! Knowing and tracking their favorite treats will REALLY help you to **Be Confident** that you're giving something meaningful that they will enjoy.
5. **Social Media:** If it's appropriate and authorized, celebrate your favorite associate, customer, associate, or colleague on social media and let everyone know how special this person is to you.
6. **Text:** A special birthday message. You can also include an offer for a future visit.
7. **Website:** Use your website, social blog, or newsletter to celebrate customers or even celebrate the "Birth date" of the company. Doing this will also give them some free advertising.
8. **Partner with a Local Bakery:** To have cakes delivered to VIP customers. Some bakeries have subscriptions you can set up to celebrate associates monthly, this will help take extra work off of your plate and ensure a win for your team. Not to mention, this will help support your local economy.
9. **CHOCOLATE:** Have unique chocolate birthday amenities on-hand to respond quickly. I use Sweet Pieces Chocolates. They are Yes Is the Answer people! sweetpieceschocolates@yahoo.com
561-386-2996 Ellen
10. **Monthly Birthday Party:** At my past hotels, we would have a monthly birthday and anniversary party. Each department was assigned to specific months to host. When it was their turn, they oversaw planning the party, picking a theme, ordering food, and getting a gift for each person based on our budget. This helped develop other leaders, divide the responsibilities, keep ideas flowing, and made everyone feel special for their achievements!
11. **(The Extra 10%) J.B.G:** Just Be Genuine; when you **Lead from the Heart**, you sincerely want to make a difference to someone and that pure state of giving will be the only thing you really need.