

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 LOYALTY GUESTS FEEL VALUED

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

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

- I see you are a Gold member with 15,000 Points. (have them identify A or R)
- Congratulations on your Platum achievement! We appreciate your choosing our hotel!
- Wow! You have over 1 million points! Thank you for your loyalty. What would you like to spend them on?
- Your Diamond status provides you with late checkout.

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

Ask: What are the two most important things about our loyalty program to our guests? (Their Status and Points) YES! Let's tap into emotion and appreciation there first!

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 true 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 everyday?

Ask: How can you do this if you're in another department? (Housekeeping boards have guest status, micros show guest's 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 value our loyal guests?

GOALS

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