

OneCall Hospitality Ltd

Communication & Attitude Training Manual

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Document Ref: OCH_HR275

Please answer the following questions

1. Read questions 1 – 10
2. Write your name at the top right hand side of this page
3. Underline it
4. Put the date at the top left hand side of this page
5. Place a smiley face beside the number 4
6. What are you doing on New Year's Eve this year?

.....
.....

7. How long have you worked at this establishment?
8. Do you enjoy your work? Yes / No
9. Circle your name
10. Answer question one only

AIM

By the end of this course, you should be able to:

1. Understand the meaning of interpersonal skills
2. Identify the main areas of non verbal communication
3. Use the skills learned to improve social understanding of both yourself and your customers
4. Identify and rectify any weakness in your own appearance and interpersonal skills

The main objective of this course is to draw attention to the importance of communication (verbal and non verbal), appearance, attitude, and ultimately confidence.

INTRODUCTION

How many times have you said or done something that on reflection you regret. It may have been during a telephone call, in a text message, in an email, on face book, as a direct response to a superior, colleague or child's request or just generally in the heat of the moment.

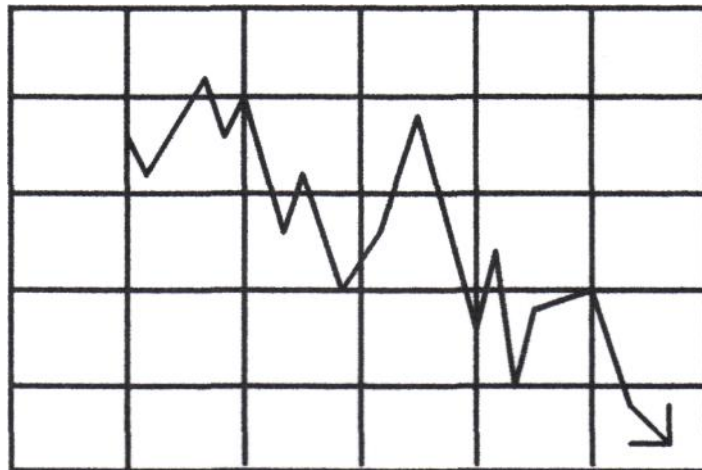
Our 'actions' also play a leading role in the way that we communicate with people – movement, posture, expression, and appearance all tell their own story.

It is important that we consider our attitude and communication strengths and weaknesses in order to benefit our lives in general and the lives of others.

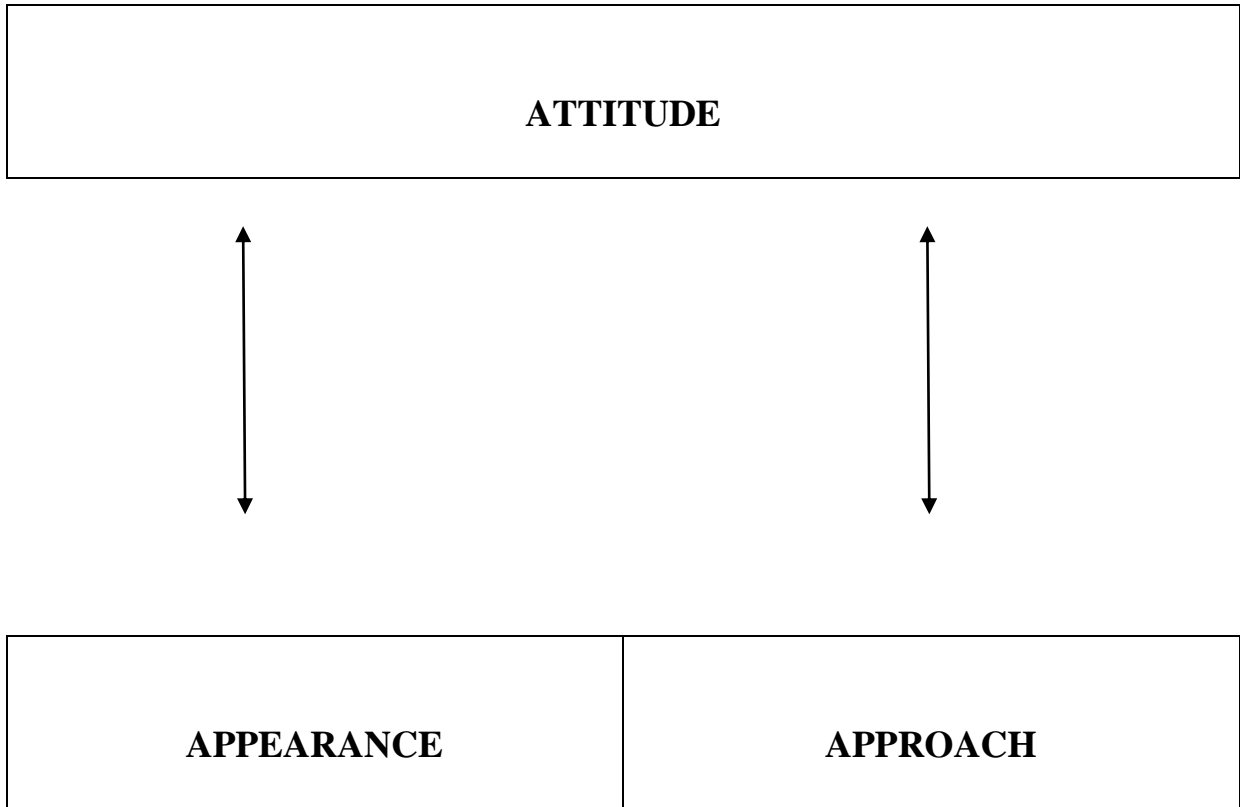
BUSINESS SUCCESS

You each have a role to play within the business – i.e. management, front of house, housekeeping, food and beverage, cook, domestic, maintenance, gardening etc. – you are also a member of the sales and marketing team. The way you greet people and answer the telephone, and how you speak to guests and react to their needs, will dictate the future success or downfall of the business.

PROFIT OR LOSS!



If it looks like this, you're out of a job



The 3 A's of customer care are linked together and influence one another.

Attitude affects our **Appearance** which influences our **Approach** towards customers.

WHAT ARE INTERPERSONAL SKILLS?

Interpersonal skills are:

“The processes by which information is transferred immediately from and to a person or persons – done well.”

These processes can be through any or all of the following:

1. Appearance dress, cleanliness, etc
2. Speech greetings, conversation, speech tone, etc
3. Posture you way you sit, stand, present yourself etc
4. Eye contact looking into the eyes of your customer.....or not!
5. Gestures nodding, smiling etc
6. Paralanguage tone, pitch, volume of voice
7. Proximity your position in relation to others

Customer Care and Social Skills

To help us to adopt the best approach in our customer care, it is useful for us to be aware of the different types of behaviour our customers can show.

Customers are different

The guest you will never please

The hypochondriac

The gossip

The trouble maker

The dictator

The critic

The complainer

The disruptor

The aggressive type

The selfish type



With experience, understanding and adopting a professional attitude as explained in the following pages, you will become capable of handling these difficult situations. The golden rule is not to lose your patience and never argue back. All behaviour is caused; your job is to understand why and then deal with the situation. Don't forget there are always more experienced staff available. If you are unable to cope with any situation, inform your supervisor.

ATTITUDE

First impressions are most important – make a good first impression and keep it up throughout the day. You are the customer's main source of information and help; he / she needs to feel that you can deal efficiently with any queries. Consider these points when dealing with customers.

P - POSTURE

L - LOOK AND LISTEN

E - EXPRESSION

A - APPEARANCE

S - SPEECH

E - WILINGNESS TO HELP

COURTESY, THOUGHTFULNESS AND RESPECT

Genuine courtesy consists of understanding what our customers want and need. By showing thoughtfulness and respect you will indicate that you care and are concerned for your customers.

Do you take pleasure in helping others, even when they are not as courteous as they could be?

Do you:

- 1. Address them how they wish (correct name and pronunciation)*
- 2. Always knock on their door before entering?*
- 3. Help without being asked*
- 4. Remember them if they have been before*
- 5. Involve imagination with your understanding? Customers like you to feel with them as well as for them.*

Remember; always speak clearly and with respect, look at the customer and look interested. Use the customer's name frequently.

SOME USEFUL COURTESY WORDS AND PHRASES

“Please”; “thank you”; “**I would be happy to do that**”; “can I help you please”; “Come back and visit us”; “**I am very sorry, Mrs Jones**”; “Excuse me”; “**Thank you for waiting**”.

FRIENDLY GREETINGS

“Hello”; “**Good Morning**”; “*Good bye*”; “**You’re Welcome2**”; “It was nice talking to you Mr Smith”; “**Is there anything else I can do for you**”; “Thank you for calling”; “It’s a pleasure”

Use “please” whenever making a request of another person, including work colleagues. Acknowledge people immediately – look at them and greet them. Courteous behaviour – actions speak louder than words.

- Looking at people
- Smiling
- Making eye contact
- Pausing in your work to pay attention

= ARE ALL POWERFUL MEANS OF COMMUNICATION

As the saying goes “the customer is always right”

APPEARANCE

Appearance works in two ways. Firstly, if you look good, you'll feel good. If you feel good, you'll be more confident and therefore more likely to succeed in life.

Secondly, you are the first thing that your customer sees. If you look 'tatty', the customer will automatically assume that the product is too. Put yourself in the position of a customer who is looking for a venue for her daughter's wedding. The domestic below is her first point of contact – what are your thoughts? What do you do? List your ideas.....



Your clothes don't need to be designer labels, but they do need to be clean and tidy.

APPEARANCE

Facial Expression

Beware!!!!

Your face reveals your feelings and most people will look at your face for a large part of a conversation. Not only will you show how you're feeling (e.g. tired or interested) but how you also feel about the customer.

YOUR FACE REVEALS YOUR FEELING



We can tell a certain amount about our customers from their appearances. Use your eyes. It is polite to look at the person who is talking to you and it also gives you an opportunity to notice that person's expressions.

Use your mouth. A smile can be the biggest icebreaker of all. Your mouth can show friendliness as easily as it reveals boredom and hostility. Make frequent visits to the dentist.



BEST FOOT FORWARD

You will find that you will get on much better with customers and they will get on much better with you if you make an effort to always put your best foot forward, especially in the way you look and dress. A scruffy looking member of staff tends to suggest that the person does not care much about what they are doing and it gives the establishment a bad reputation.

CLOTHING

Check your appearance constantly for the following points –they will be noticed by customers:

- clean and well laundered uniforms
- smartly worn
- name badge
- tights with no ladders
- appropriate clean footwear
- black socks for men
- no jewellery except wedding bands

REMEMBER – LOOKING GOOD MAKES YOU FEEL GOOD



BEAR IN MIND →LOOKING GOOD COUNTS

Posture

Good posture can indicate clearly you are going to be helpful and can help you too.

- ☺ It's good for your figure
- ☺ It will help stop aches and pains

But the effect of a good posture can be spoilt if you make a lot of gestures, indicating restlessness, “not sure feeling” etc. E.g. fidgeting with watch / ring, yawning, playing with hair, picking nose or nails, tapping fingers / foot / pen, biting nails, looking at watch, scratching.

HYGIENE

Your personal hygiene is an indication of the standards of hygiene our guests will expect. An immaculate member of staff reflects that everything else is equally clean and fresh.

Particularly noticeable are:-

1. Your Hands



Keep your nails trim and make sure your hands are clean before tending to guest's needs or handling food. If you have to do particularly dirty jobs, either wear gloves or ensure that you have scrubbed your hands afterwards. If your employer provides water free anti bactericidal hand wash, use it regularly.

2. Your Hair

Keep it clean so it is a pleasure to look at. Keep it off your face so that guests can see who they're talking to.

3. Personal Freshness

There are three danger points – breath, underarm and feet (and those other parts we don't mention!!)

4. General Hygiene

Regular bathing is essential. There is nothing worse than being served by a member of staff with body odour. Some of your work will be of a more physical nature, causing a certain amount of perspiration.

5. Scents

Scents if used should not be intrusive. Do not use deodorants in place of a bath or shower.

HELP YOURSELF TO CREATE GOOD IMPRESSIONS

Approach

Some guests will react very quickly to situations – if treated with respect as an individual they will respond to that.

Thoughtfulness

You may not know the reason for a guests visit.

Respect for privacy

Do not invade a guest's privacy.

Good Timekeeping

Guests and workmates depend on your being on time. Our customers like a regular daily routine, so do not let the rest of your team down by being late on duty or rushing through your tasks and cutting corners. Make sure you get a goodnight's sleep.

Commitment

You need total commitment to do your job. You may be called upon to carry out tasks beyond the scope of your job description or take on extra duties when a colleague is sick. You have to be prepared to work at any time, weekends, Holidays, Christmas and the millennium. Guests want and need you. Can you honour your commitments and be flexible.

Understanding

An effective member of staff is able to adapt his/her behaviour according to the "needs" of the guest. We must react with understanding and sensitivity to each customer in each situation. Be a good listener and be interested in what the customer is telling you. Handle each situation with understanding and be efficient and quick in taking action.

Summary

The skills you develop in treating each guest and each situation differently, but with commitment, understanding, sensitivity and discretion will make your job interesting and stimulating. You will also ensure that a happy, Friendly atmosphere exists in the Hotel at all times if you remember this basic check list of points when offering "customer care"

CHECK LIST

ATTITUDE

Positive

If we expect to do well we will succeed and maintain a cheerful and friendly manner.

Courteous

Be polite, whatever the circumstances. Avoid losing your temper with “awkward! Or “difficult” customers. Make guests feel welcome.

Attentive

Listen, show interest, be alert and observe all customers; give them your undivided attention. Look for changes to normal circumstances. Get help if necessary

Helpful

You are there to provide a service, demonstrate that at all times. Avoid having “favourites”, however difficult this may be.

Caring

Make the customer feel they matter, that they are individuals and not one of the crowd.

Enthusiastic

Enjoy providing a service and show the customer you are happy to help; put energy into it.

APPEARANCE

Dress

Always wear the appropriate uniform; tidy and clean to reflect a positive image of your workplace.

Voice

Always convey interest, warmth and sincerity

Body language

Confident gestures and posture will express positive verbal communication/information.

Smile

People respond to a smile, it is contagious and puts others in a more receptive mood.

Eye contact

It is a way of acknowledging people, of building a relationship, establishing “rapport” and making customers feel welcome.

Confident

If you approach the customer with confidence you develop trust.

Knowledge

The customer must be assured that you know how to do your job professionally with competence and efficiency.

- Always recommend alternatives and extras.
- If you see an empty glass, offer to fill it up.
- In the restaurant after main course, offer dessert, coffee, liqueurs etc.
- In the lounge after snacks is an opportunity to view the restaurant menu.
- Always follow up sales calls and send appropriate current and valid hotel literature.
- Inform guests, old and new, of calendar of establishment's events.

12 MORE PAGES ON FULL DOCUMENT