HAKKASAN

GROUP

FACILITATOR GUIDE

Hakkasan Host Training Module: Follow Up and Relationship Management

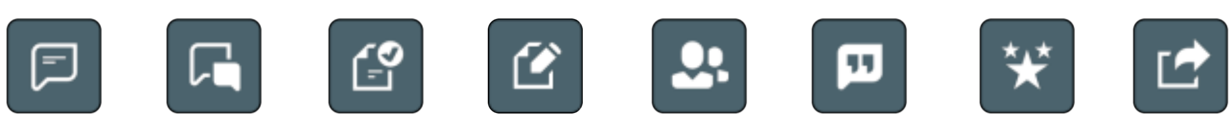
Total Program Time:
2 Hours

Audience:
All Hosts & Managers

Room Set Up:
6 participants per table/group, maximum of 4 tables

Materials:
Laptop
Clicker
Facilitator Guide
Placemat

Icon Key:



Explain	Ask	Review	Activity	Scenario	Read Quote	Trainer Note	Transition

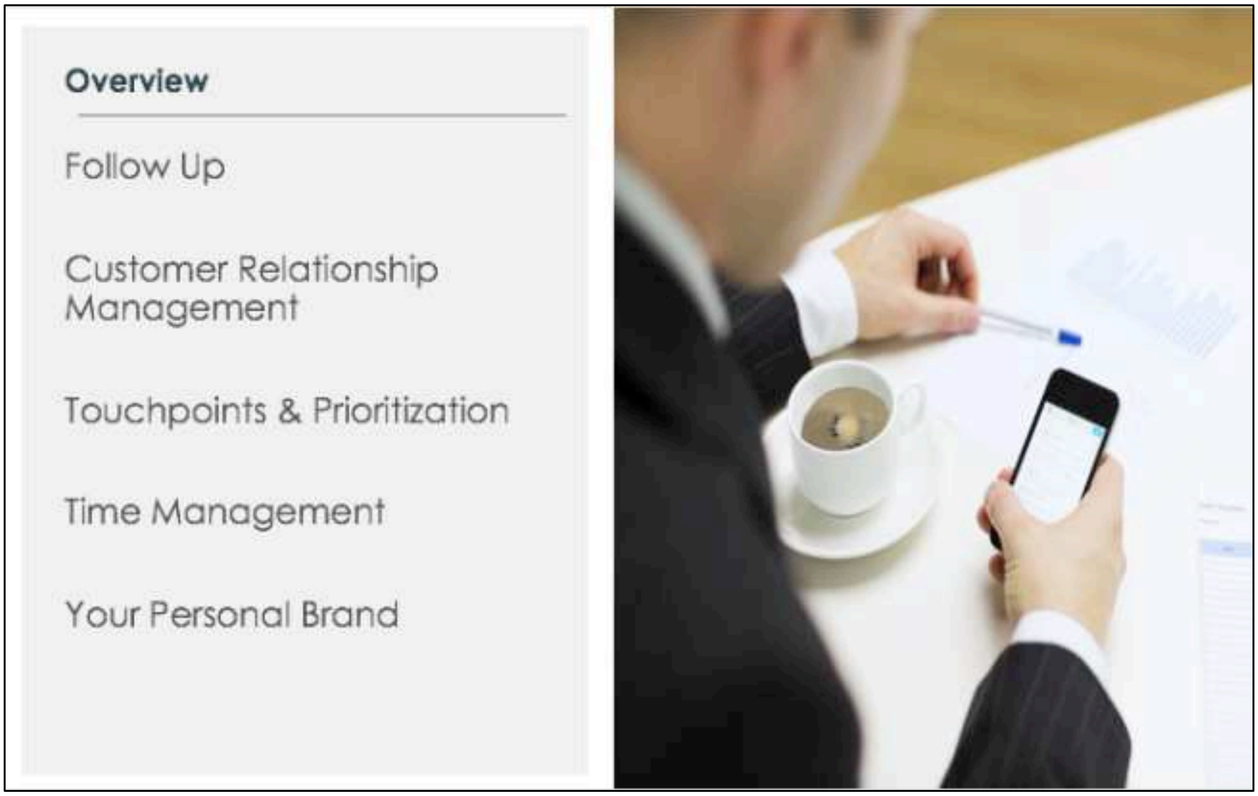
1

Intro Slide
Time: 1 Minute

Say:
Hello all, and welcome back to our module series about creating the relationships with our customers that will lead to greater success in service and sales. Today, we wrap up the series with our Follow Up and Touchpoint Management module, building on the skills we learned in our previous modules presented over the past few weeks.

Transition:
Let's take a look at how we'll spend our time today.

2



Overview
Time: 2 Minutes

Explain:
This is a 2-hour module designed to provide you with the ability to organize and prioritize your relationships and clients in such a way that maximizes your time and capacity.

As before, please refer to your placemat throughout the training for a place to take notes and make reminders for yourself. You are expected to be engaged participants and to apply what you've learned today in your daily tasks and responsibilities.

Transition:
Before we get started, let's do a quick activity to refresh your memory on our last training sessions.

3

Relationships for Sales Success Role Play

Utilize the ONE Questioning Strategy rules to create a Value Statement, and one of the 4 Closes to address this request.

A man leaves you a message: His name is John Smith and he is coming into town on Memorial Day weekend with three friends (two couples in total). He wants to see what his options are to get in and see Tiesto on the Saturday.

Objection: He is not sure about the price for just one night.

Relationships for Sales Success Role Play
Time: 20 Minutes

Explain:
Let's bring together all of the ideas and habits we've learned so far in this role play.

I am going to have you write your scripts for the following scenario. I will then have some of you role play with me as we review the key aspects of our training, specifically around implementing the ONE questioning strategy, making value statements and overcoming objections.

Read Scenario:
A man leaves you a message: His name is John Smith and he is coming into town on Memorial Day Weekend with three friends (2 couples in total). He wants to see what his options are to get in and see Tiesto on the Saturday.

Trainer Note:
Allow 4 minutes to write their questions and then call on two people to role play with you. Then give them four minutes to create their value statement, again having two different people role play with you. Then give them another four minutes to overcome the objection, with two different people role playing against you.

Debrief:
What questions do you have about creating relationships and making sales?

Transition:
Let's discuss the importance of follow up.

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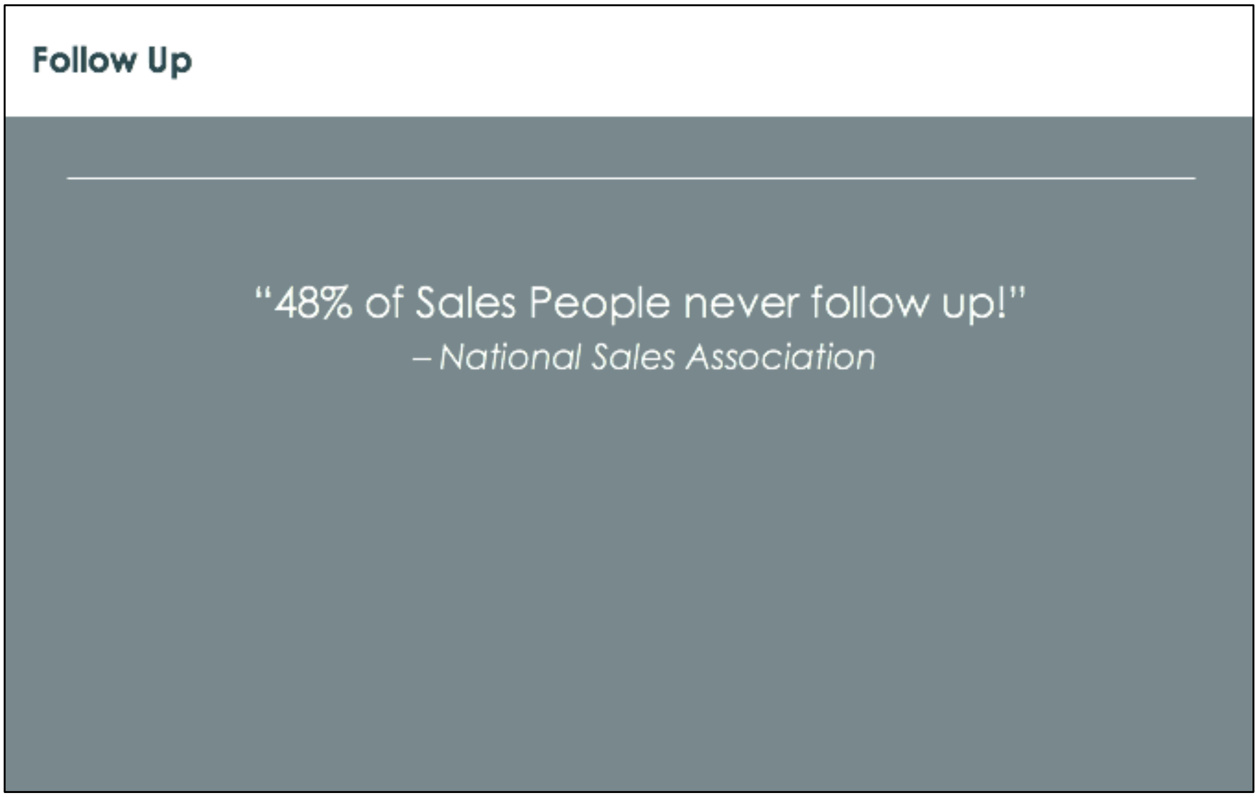


Follow Up
Time: 3 Minutes

Ask:
Why do most salespeople never follow up?

Review answers and discuss:
Follow up does not occur when:
- The salesperson does not think it is a priority
- The salesperson is disorganized and does not have a system in place
- The salesperson does not have time
- The salesperson cannot get in touch with their prospect

Explain:
Part of our focus today is on following up, specifically, establishing this as a priority, creating a system for it and talking about time management.

Transition:
Let's start with why it must be a priority for you to follow up with your prospects and connections.

5

Follow Up

- Saying Thank You
- Checking for Satisfaction
- Generating Referrals
- Building Relationships
- Staying Top of Mind
- Differentiating Yourself

"Diligent follow up is what sets you apart from the crowd and communicates excellence."

– Unknown

Follow Up
Time: 4 Minutes

Ask:
What does follow up mean to you?

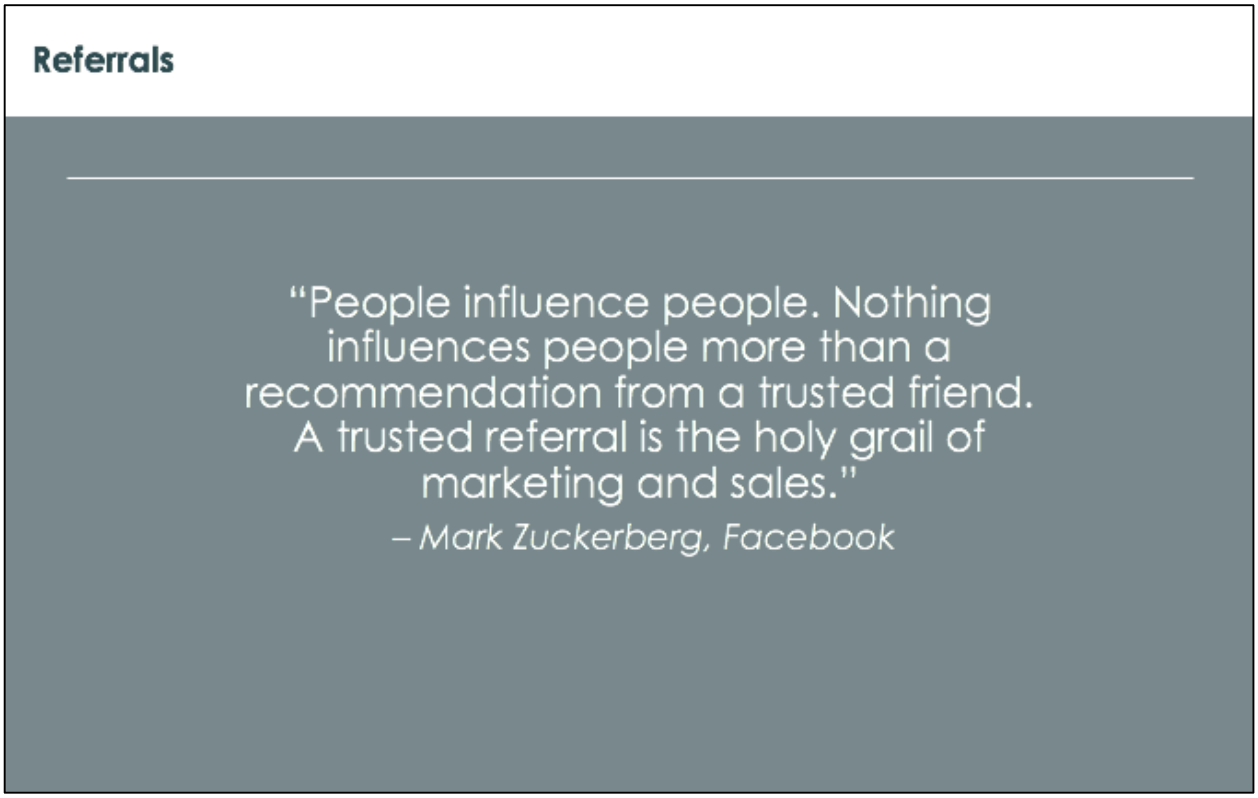
Review answers and discuss:
Follow up is an opportunity for;

- Saying Thank You
- Checking for Satisfaction
- Building Relationships
- Generating Referrals
- Staying Top of Mind
- Differentiating Yourself

Explain:
Follow up must be a habit, as it establishes your reputation and your brand.

Transition:
It is also important to gain referrals.

6



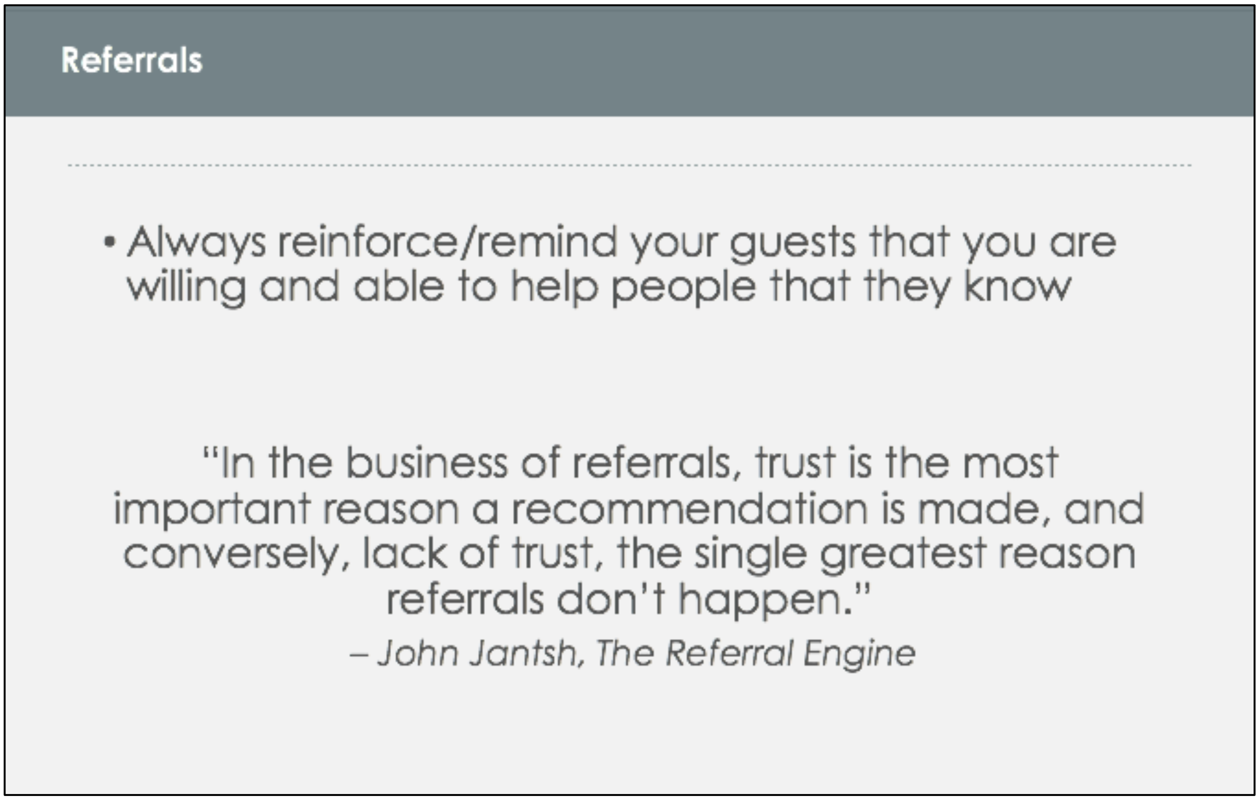
Referrals
Time: 1 Minute

Explain:
When we deliver a great experience and have established a relationship, the opportunity to get referral business is there.

Read Quote:
“People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral is the holy grail of marketing and sales.”

Transition:
Getting a referral can begin immediately after a guest's first experience with you.

7



Referrals
Time: 2 Minutes

Explain:
Trust is often built over a period of time, but that does not mean you cannot begin the process of generating leads and referrals quickly. As part of your thank you email to your customers, you can begin planting the idea that you would welcome any referral business.

Depending on the level of relationship and trust you have with each contact, you can inquire about referrals at least a couple of times a year.

Transition:
However, trust does take some time and as a result it is up to you to stay in touch with your customers to continually build the relationship.

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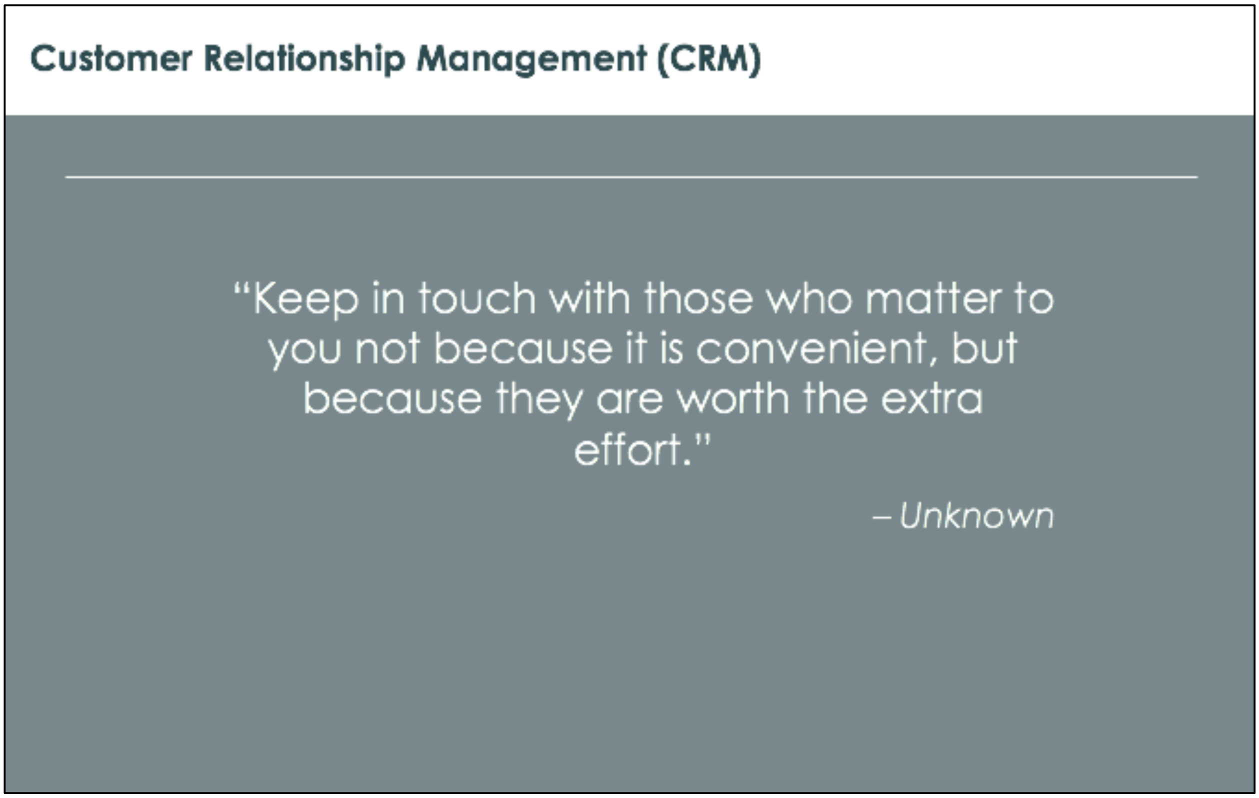


Relationships
Time: 2 Minutes

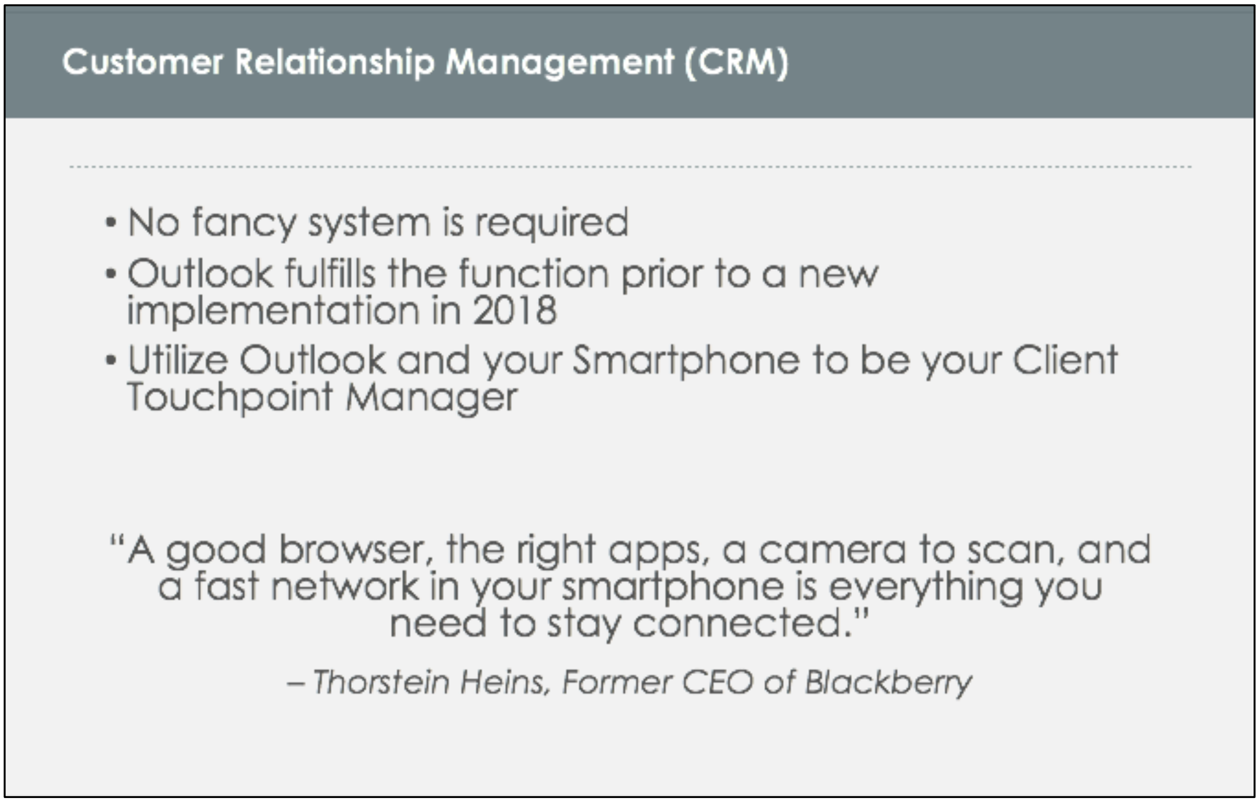
Read Quote:
"Keep in touch with those who matter to you not because it is convenient, but because they are worth the extra effort."

Ask:
What does this mean?

Review answers and discuss:
Look for answers like, "it is important to maintain relationships."
You need to identify the relationships you need and remember to nurture the relationships you have. It is far easier to keep a customer than find a new one, and the customers you have a pre-established relationships with are often more likely to spend the most with you.

Transition:
Let's consider how to keep in touch with our customers.

9



Customer Relationship Management (CRM)
Time: 2 Minutes

Explain:
CRM is Customer Relationship Management. You often hear about it as it refers to some software or system used to stay in touch with your customers.

Each of you is responsible for managing your clients' information and staying in touch. While there are some changes in the works in terms of implementing a new system, let's focus on the current system and ways that you can be effective. First off, there is no fancy system required to be successful at customer relationship management. In fact, it was not that long ago that everything was done manually, with rolodexes and notebooks. You must develop your own system to keep track of your contacts. Start by cleaning up your current contacts and finding a system that works for you. Capture as much relevant and useful information as possible. Microsoft Outlook can effectively fulfill the function of a CRM prior to the new system being implemented in 2018. You can utilize Outlook and your Smartphone to be your Client Touchpoint Manager.

Like any system, it is the integrity and accuracy of the data that matters the most. GIGO is a term used with a lot of database systems – it means Garbage in,

Garbage out. No matter how fancy a CRM system we have, if the information is not accurate, then the system is worthless.

Transition:
Let’s take a look at some real-life examples of data quality fails.

10

Data Quality Fails

First Names	Last Names	Email	Phone Numbers
Hannah 2	?????	Senator of Missouri//100 SKYY OK	00"00
sdfgsdfg	100 girls	Hot girl Double D's	000012322 email please
3 London-2-Vegas	2Keepers	555/	(-0048802
GROUP OF 40	4 comp. Friend fr. Hawaii	JohnM@americanjunk ie	$$$
Thunder Girls	11 girls girls girls	JeffM@angelmg *No Grat	.....

Data Quality Fails
Time: 3 Minutes

Explain:
This is content that was extracted from Venue Driver. As you can see, this information is not useful for connecting with clients and maintaining the relationship. Avoid putting all of the customer's information in the name field. Use Outlook's notes feature or the applications on your phone to properly capture this information.

Trainer Note:
Spend a few minutes reading the content on the screen.

Ask:
How can we do better at capturing quality data?

Review answers and discuss:
Look for answers like, “fill out information fields accurately.”
Let’s focus on capturing all of the necessary data and putting it in the correct fields. This is the foundation for successful touchpoint planning and follow up. An easy and quick tip? Get business cards from your clients.

Transition:
Let’s consider how to clean up our database over this summer.

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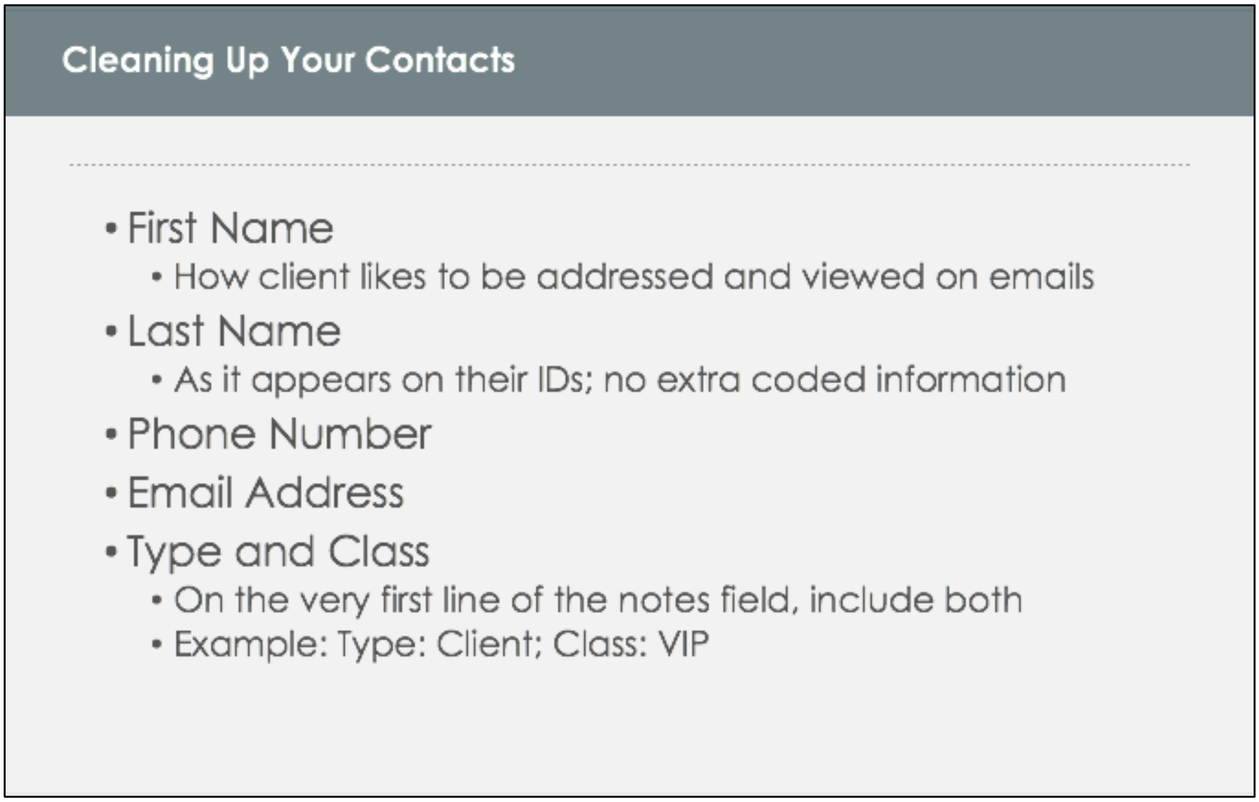


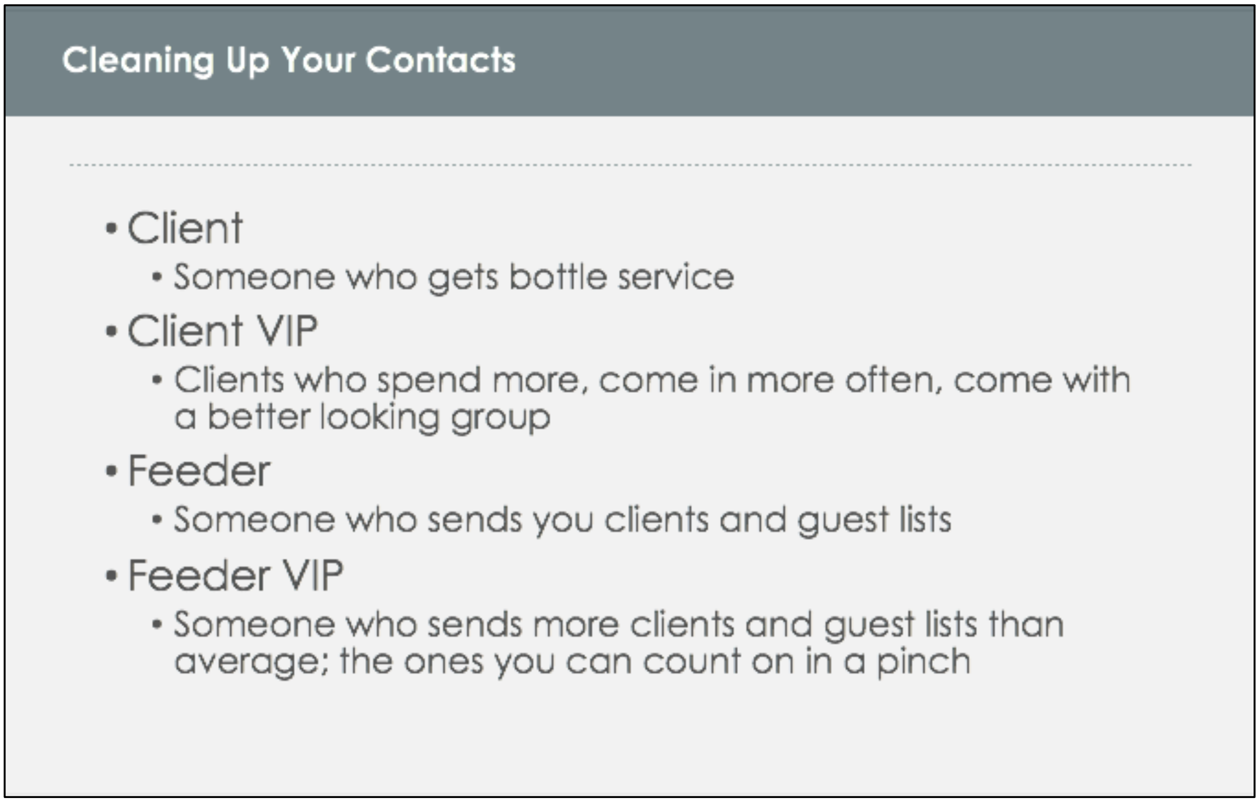
Cleaning Up Your Contacts
Time: 2 Minutes

Explain:
The following is the necessary and relevant information you must gather for each contact:

- First Name
    - How client likes to be addressed and viewed on emails
- Last Name
    - As it appears on their IDs
- Phone Number
- Email Address
- Type and Class
    - On the very first line of their notes field, include both
    - Example: Type: Client; Class: VIP

Transition:
Let's take a closer look at the classifications of guests.

12



Cleaning Up Your Contacts
Time: 2 Minutes

Explain:
Ensure that you typify your contacts correctly:
- Client-someone who gets bottle service
- Client VIP-clients who spend more, come in more often, come with a better looking group
- Feeder-someone who sends you clients and guest lists
- Feeder VIP-someone who sends more clients and guest lists than average; the ones you can count on in a pinch.

Transition:
Let's continue.

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Cleaning Up Your Contacts

- Guest
  - Someone who comes to the club, but doesn't get bottle service and doesn't send you business
- Guest VIP
  - Guests who are more important than the average guest, because of their status in town, guests of important client/feeder, their personal importance to you, etc.
- Guest VIF
  - Good looking girls that you can count on for girl comps or to come hang out with your big clients

Cleaning Up Your Contacts
Time: 2 Minutes

Explain:
The following are various classes that your contacts may fall into:

- Guest-someone who comes to the club, but doesn't get bottle service and doesn't send you business
- Guest VIP-guests who are more important than the average, maybe because of their status in town, guests of important client/feeder, their personal importance to you, etc.
- Guest VIF-good looking girls that you can count on for girl comps or to come hang out with your big clients

Transition:
Once we have our contacts cleaned up we can begin to create our touchpoint management plan.

14

Adding to Your Database

- To continually build your relationships, you must know more than a name and category.

"Build the right relationships with the right people and nurture them over time and you'll always have a leg up on the competition."

– Paul May, CEO of Buzzstream

Adding to Your Database
Time: 3 Minutes

Ask:
What is the important information you should know about your customers?

Review answers and discuss:
Passion points and dates should be the foundation of your Touchpoint plan. Focus in on the top relationship-building topics like family, interests, hobbies, sports teams followed, sports played, colleges, where they are from, any pets, past vacations, etc. These passion points allow you to build out your annual calendar of interactions.

Transition:
With the right information, you can now build a touchpoint plan.

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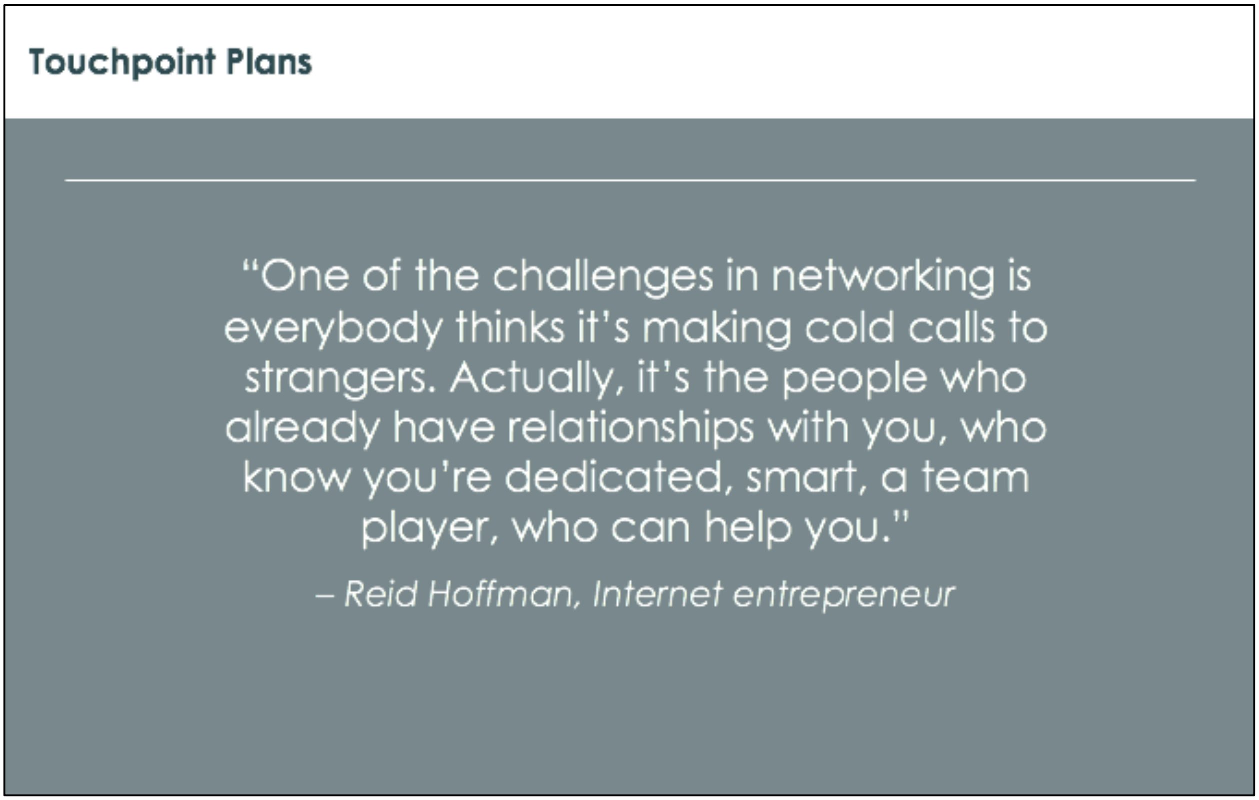
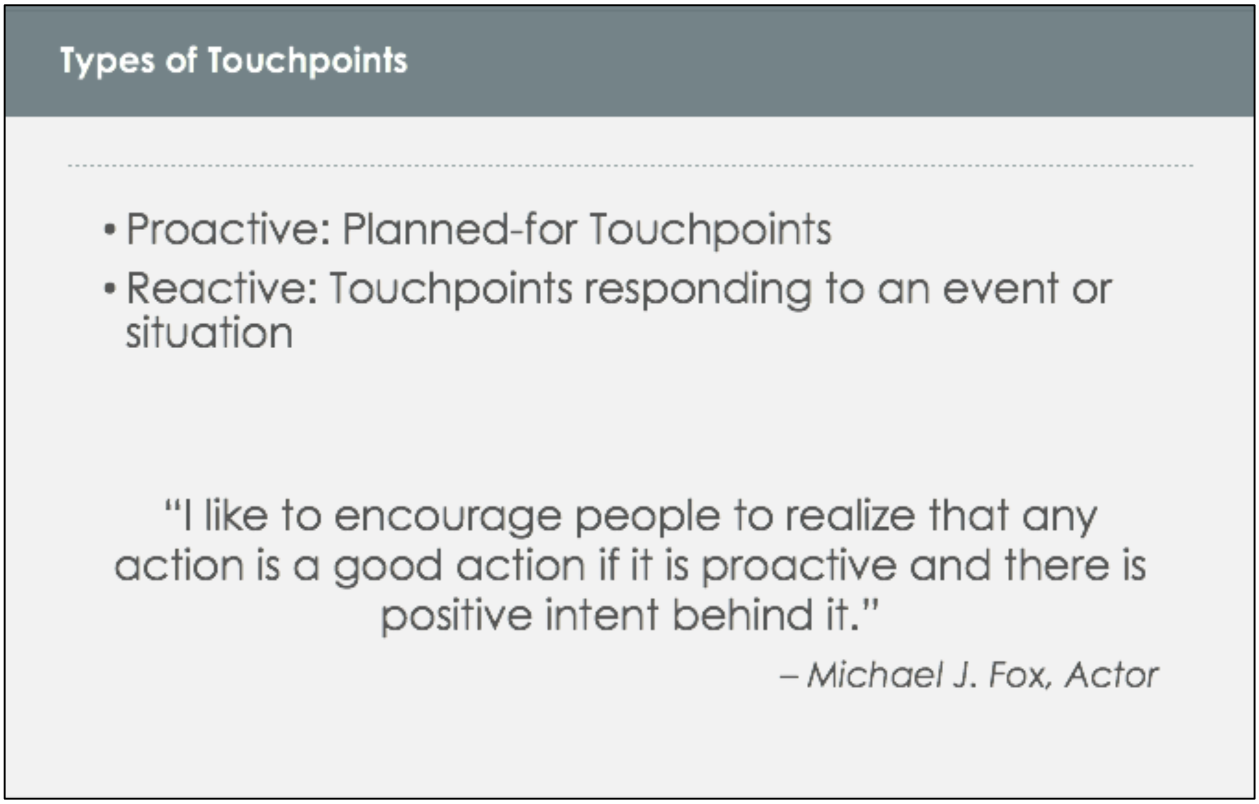


Touchpoint Plans
Time: 1 Minute

Explain:
Once we are able to connect with our customers correctly, we need to develop a touchpoint plan – a series of interactions that keep our relationships strong.

Transition:
Let's talk about how to plan future touchpoints.



Types of Touchpoints
Time: 4 Minutes

Explain:
There are different types and ways to go about touchpoints. A proactive touchpoint is one that is planned for. You set aside time to connect with an individual in an effort to maintain the relationship. A reactive touchpoint is when you are responding to an event or situation.

Read Quote:
"I like to encourage people to realize that any action is a good action if it is proactive and there is positive intent behind it."

Explain:
Keeping in touch proactively shows the other person that they are important and that you care about them.

Transition:
Let’s discuss types of touchpoints in more detail.

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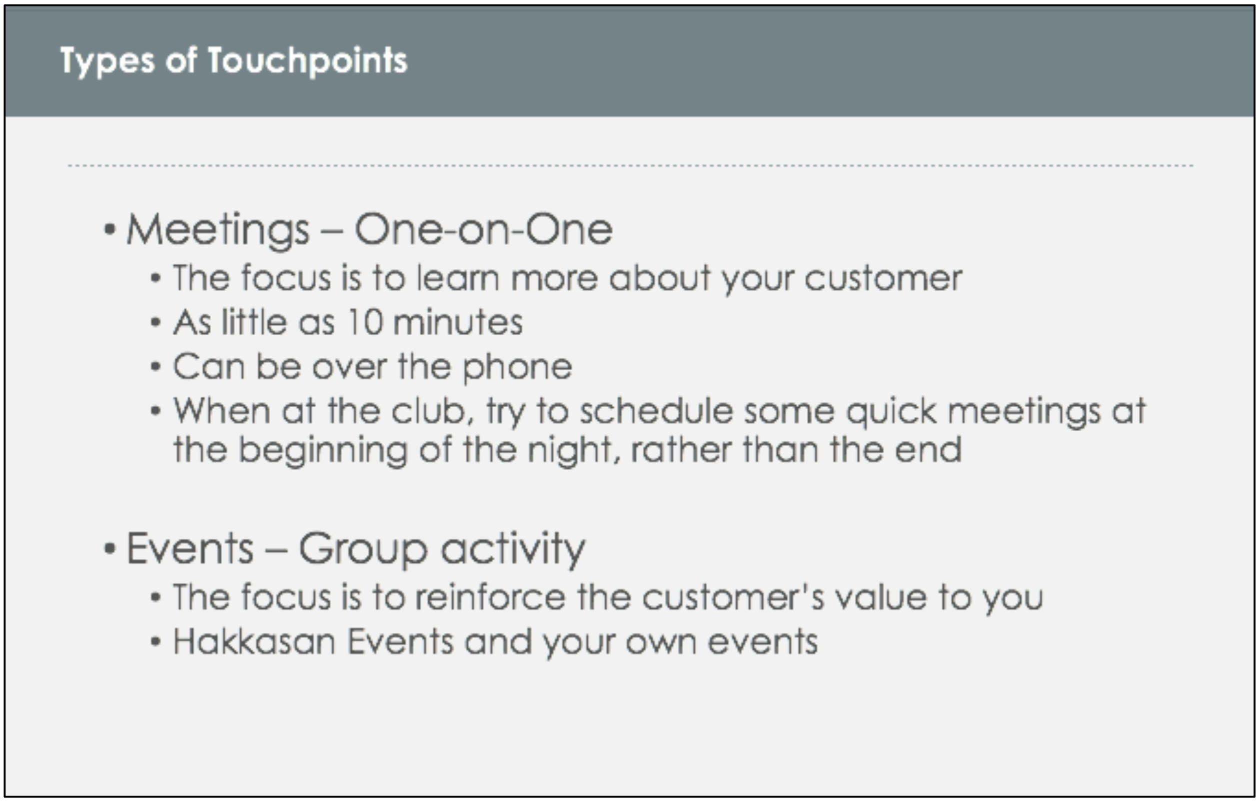

Types of Touchpoints
Time: 2 Minutes

Explain:
There are different ways we can go about our touchpoints.

- Meetings provide an opportunity for one-on-one communication that can lead to a deeper relationship. Meetings can be done in person or over the phone. While these are valuable touchpoints, they are also time consuming, so it is important to prioritize and plan.
- Events are an efficient way to maintain a relationship. They include multiple people at once in a single venue.

Transition:
Let's discuss the final type of touchpoint.

Types of Touchpoints

- Checking in – Email/Text/Voice Message
  - The focus is to remind and reinforce with the customer that a relationship exists
  - Does not require a conversation or reply
  - Utilize distribution lists
  - Utilize social networking sites

Types of Touchpoints
Time: 2 Minutes

Explain:

- Checking in is an informal way of staying connected. This provides a brief opportunity over phone, email or social networks to remind a person about the relationship.

Transition:
Let's discuss great ways to proactively check in with your contacts.

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Checking In
Time: 5 Minutes

Activity:
List opportunities to proactively check in.

Trainer Note:
Guide participants to their placemats to make a list of opportunities to proactively check in with their clients. After participants have come up with their lists, click to display answers.

Review answers and discuss:
Look for answers like, "special occasions"

- Birthdays
- Anniversaries
- Start/End of the Sports Season
- Team's Success
- Work/Job/Company Success
- Family Events
- Interesting article/information on hobby, interest, or sports played

Transition:
While all guests have the potential to be of value to you, it is important to know how to prioritize your guests and manage your time wisely.

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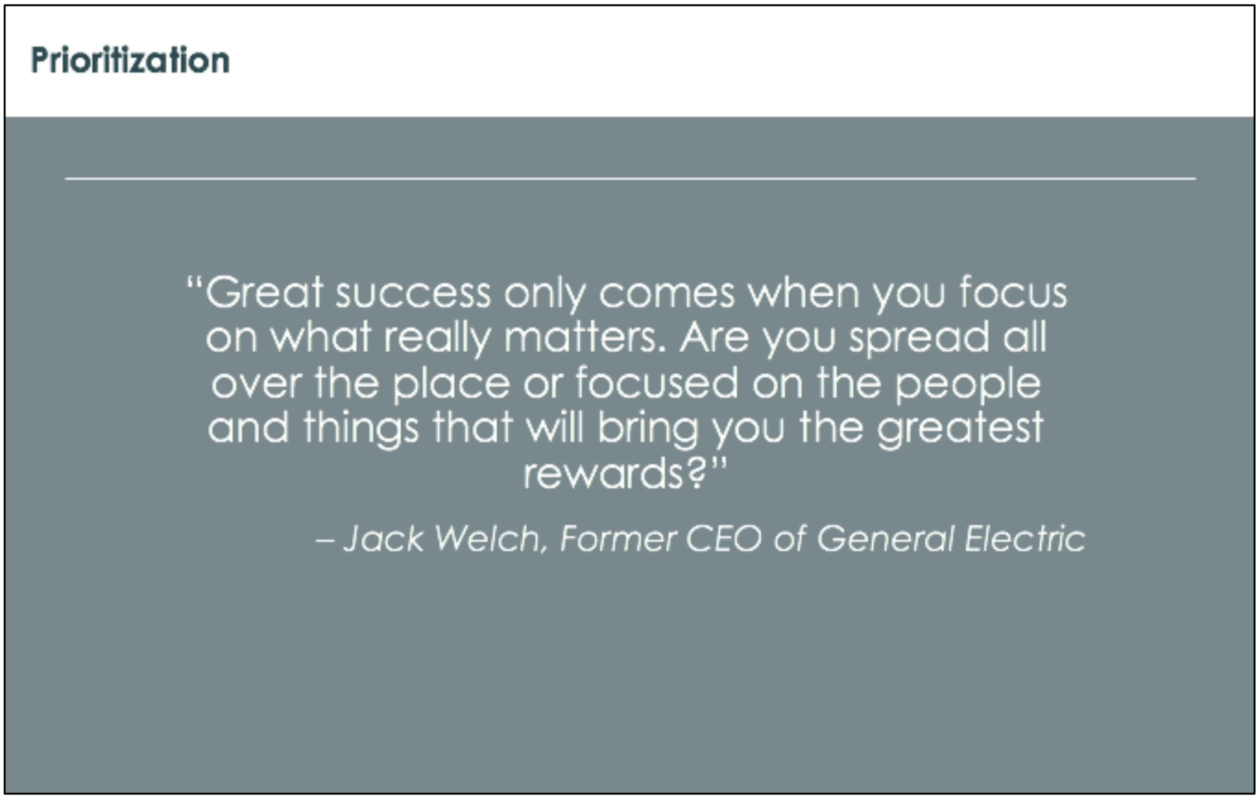

Prioritization
Time: 3 Minutes

Read Quote:
"Great success only comes when you focus on what really matters. Are you spread all over the place or focused on the few things that will bring you the greatest rewards?"

Ask:
What does this mean?

Review answers and discuss:
Look for answers like, "don't waste time doing things that are not going to generate the results you want."
Focus on what is important. Focus on those clients that will bring you the greatest results.

Transition:
Let's look at how to prioritize your clients.

21

ABCD Prioritization

A: Client VIP/Feeder VIP
- Highest capacity for spend and repeat visits. More than $35,000 and/or 4 visits per year

B: Client/Feeder
- More than $15,000 and/or 2 visits

C: Guest VIP/Guest VIF
- Includes new customers

D: Guests

ABCD Prioritization
Time: 3 Minutes

Explain:
We all know that there are different levels of clients. However, if we do not capture information about them and their spending habits, we will have to rely solely on our memory, which can lead to errors.
Consider the following groups:
A: Client VIP/Feeder VIP
    Highest capacity for spend and repeat visits. More than $35,000 and/or 4 visits per year.
B: Client/Feeder
    More than $15,000 and/or 2 visits

C: Guest VIP/Guest VIF
    Includes new clients.
D: Guests

Think of your current clients. You can likely think of a few that fall into each category. Take the time to segment your clients so you can determine how to follow up and manage your relationships effectively.

Transition:
Let's discuss the appropriate number of touchpoints.

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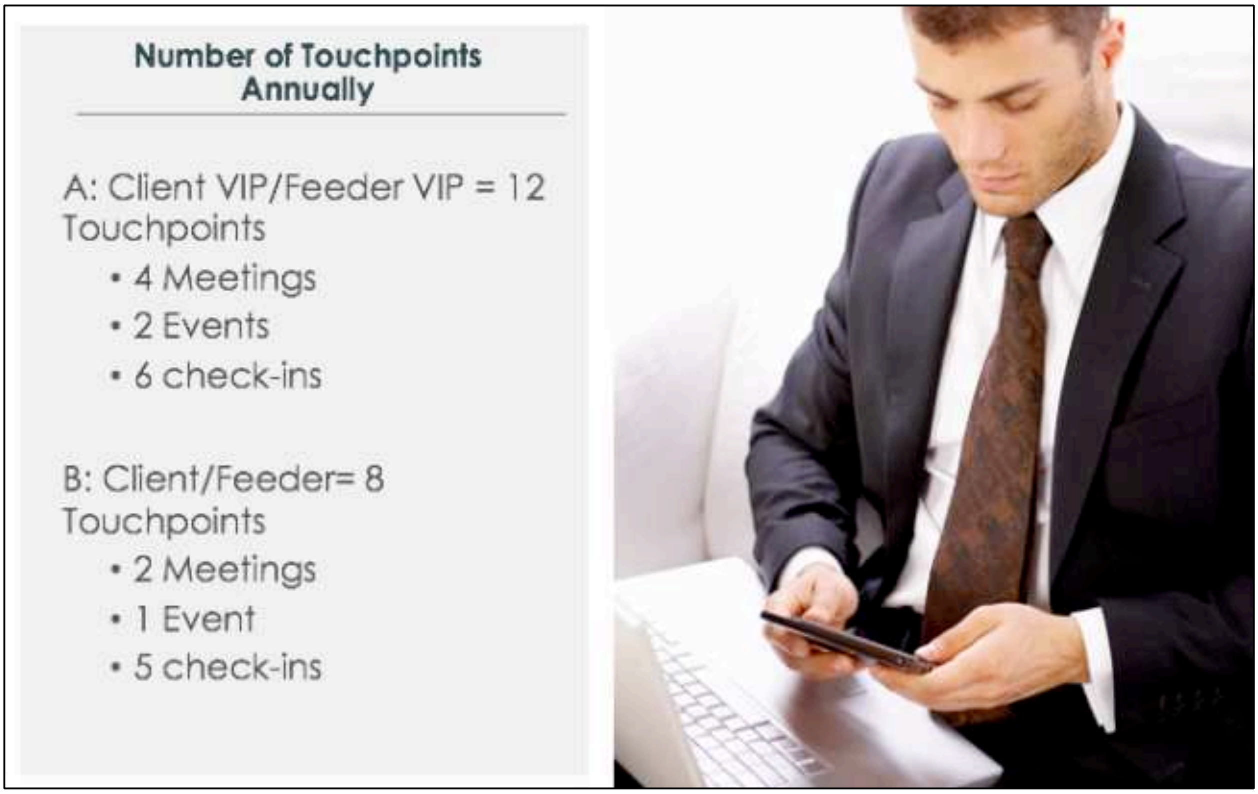

Number of Touchpoints
Time: 2 Minutes

Explain:
Different clients expect different amounts of communication. Once you have organized your clients into segments, it is time to plan your check-ins and meetings. Consider the following number of touchpoints for each of your clients:
A Contacts: 12 Touchpoints

- 4 Meetings
- 2 Events
- 6 check-ins

B Contacts: 8 Touchpoints
- 2 Meetings
- 1 Event
- 5 check-ins

Transition:
Let's consider the others.

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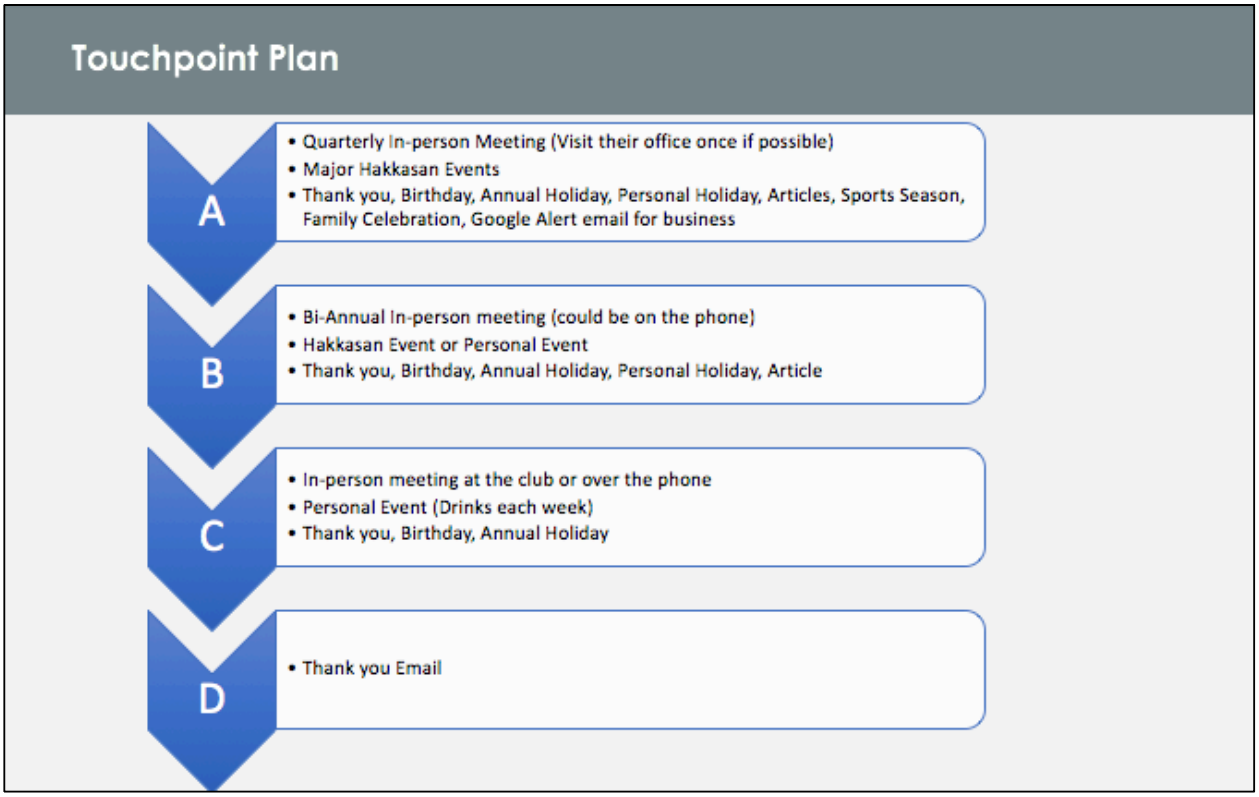
Number of Touchpoints
Time: 1 Minute

Explain:
C Contacts: 4 Touchpoints
- I meeting/event
- 3 check-ins

D Contacts: 1 Touchpoint
- 1 check-in

Transition:
Let’s do an activity to bring all of this information together.



Touchpoint Plan
Time: 10 minutes

Activity:
On your Placemat, you have the 4 types of customers and the number and type of touchpoints you should deliver. Next to each touchpoint, write in the type of touchpoint you might use for that guest type. Begin with your guests, someone who you have helped access the club and build from there. You will have five minutes for this exercise and then we will compare notes.

Trainer Note:
Participants should have something similar to the following;
D Contact:
- Check-In: Thank you email

C Contact:
- Meeting/Event: Connect at the club
- 3 Check-ins: Thank you email, birthday, holiday

B Contact:
- 2 Meetings: 1 in Club and 1 out of Club on the phone
- Event: Hakkasan Event or invite to weekly drinks
- 5 Check-ins: Thank you email, birthday, end-of-year holiday, personal holiday, article

A Contact:
- Quarterly Meeting, preferably out of Club and in person. May be on the phone. Try to go to their office once annually.
- Events: Major Hakkasan Events
- Check-ins: Thank you emails, birthday, end of year holiday, personal holiday, articles, sports season email, family celebration, response to Google alert regarding business

Transition:
Now, I'm sure this is beginning to feel like an overwhelming amount of work. So, let's do some math to see how you can get all of this done.

25

Touchpoint Math
Time: 2 Minutes

Explain:
By understanding what category your client falls into, you can determine the math around your touchpoint plan. Let’s look at the following example, based on 1,000 total contacts:
A Contacts @ 10% = 100

- 400 Meetings
- 200 to attend Events
- 600 Check-ins

B Contacts @ 25% = 250

- 500 Meetings
- 250 to attend Events
- 1250 Check-ins

C Contacts @ 30% - 300

- 150 Meetings
- 150 to attend Events
- 900 Check-ins

D Contacts @ 35% = 350

- 350 Check-ins

Transition:
So now we can begin to understand how to organize our week.

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Touchpoint Math
Time: 2 Minutes

Explain:
50 Weeks a year (assuming two are off) means:

- 23 meetings a week
- 14 people a week to attend an event
- 87 Check-in emails a week

That is a lot of touchpoints that you should be doing each week to ensure you are properly managing your relationships. By doing the math, you can start to schedule your touchpoint plan, ensuring consistency and quality.

Read Quote:
"Setting goals is the first step to turning the invisible into the visible."

Transition:
Let's think about time.

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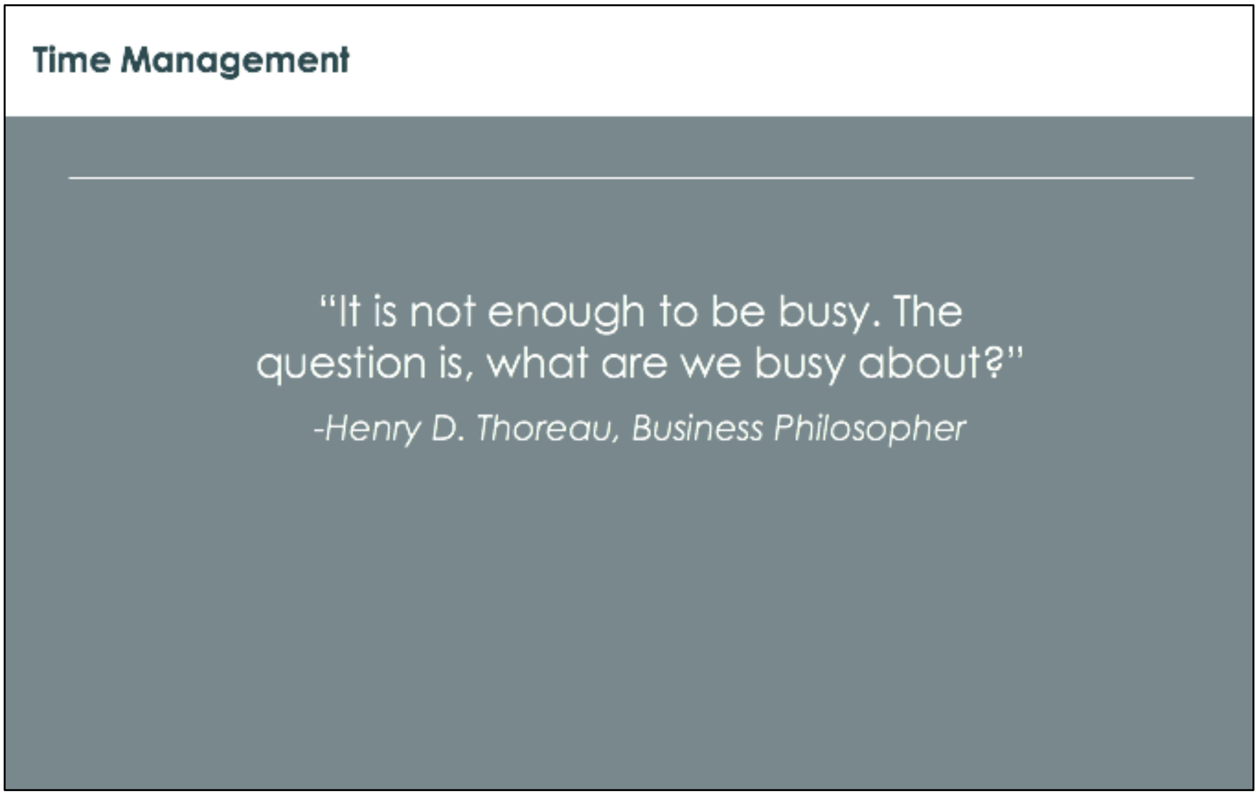

Time Management
Time: 3 minutes

Explain:
In today's highly connected world, it is easy to feel like we are always busy doing something. But is what we are busy doing worthwhile?

Read Quote:
"It is not enough to be busy. The question is, what are we busy about?"

Ask:
What does this mean?

Review answers and discuss:
Look for answers like "being busy does not necessarily mean being productive." Being busy is easy. It is working on things that are important that is the main issue.

Transition:
Let's look at some ways to manage our time.

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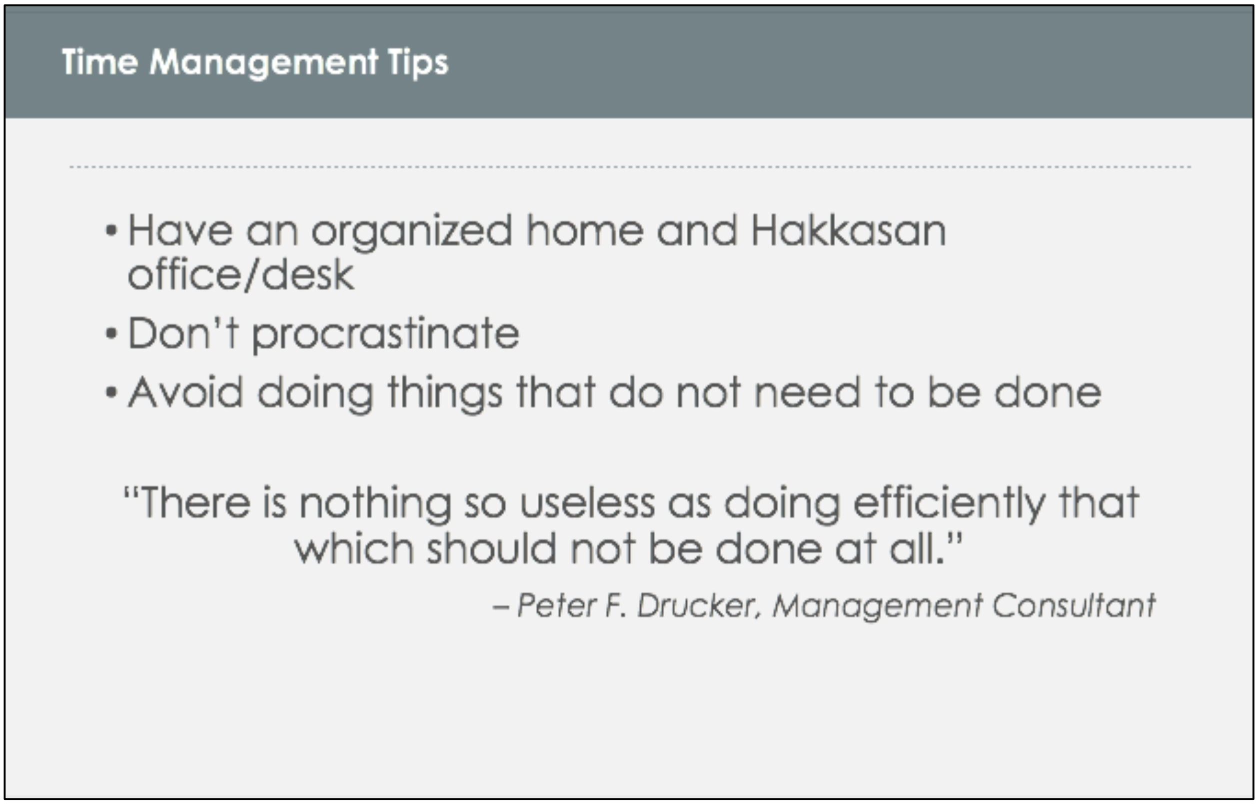

Time Management Tips
Time: 2 Minutes

Explain:
Here are some tips for being better with your time.

- Have an organized home and Hakkasan office/desk
- Don't procrastinate
- Avoid doing things that do not need to be done

Transition:
Let's consider some other ideas.

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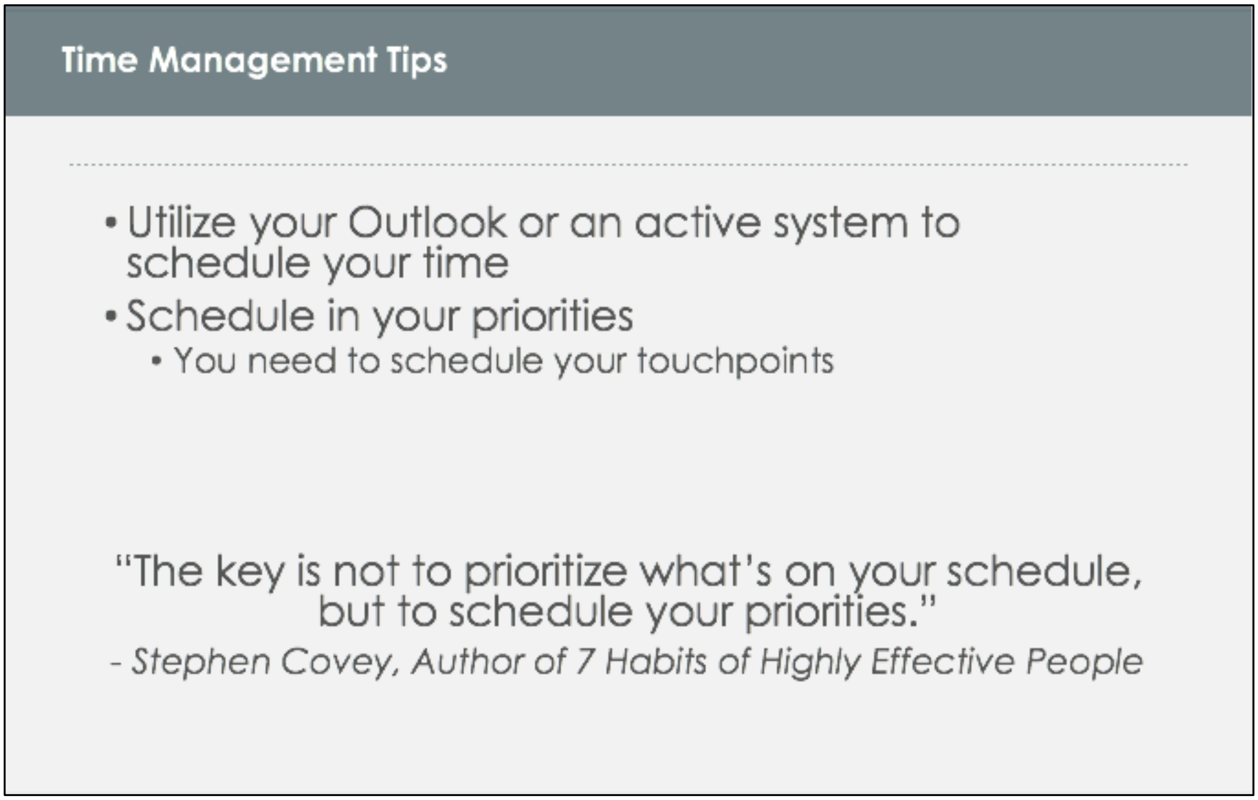


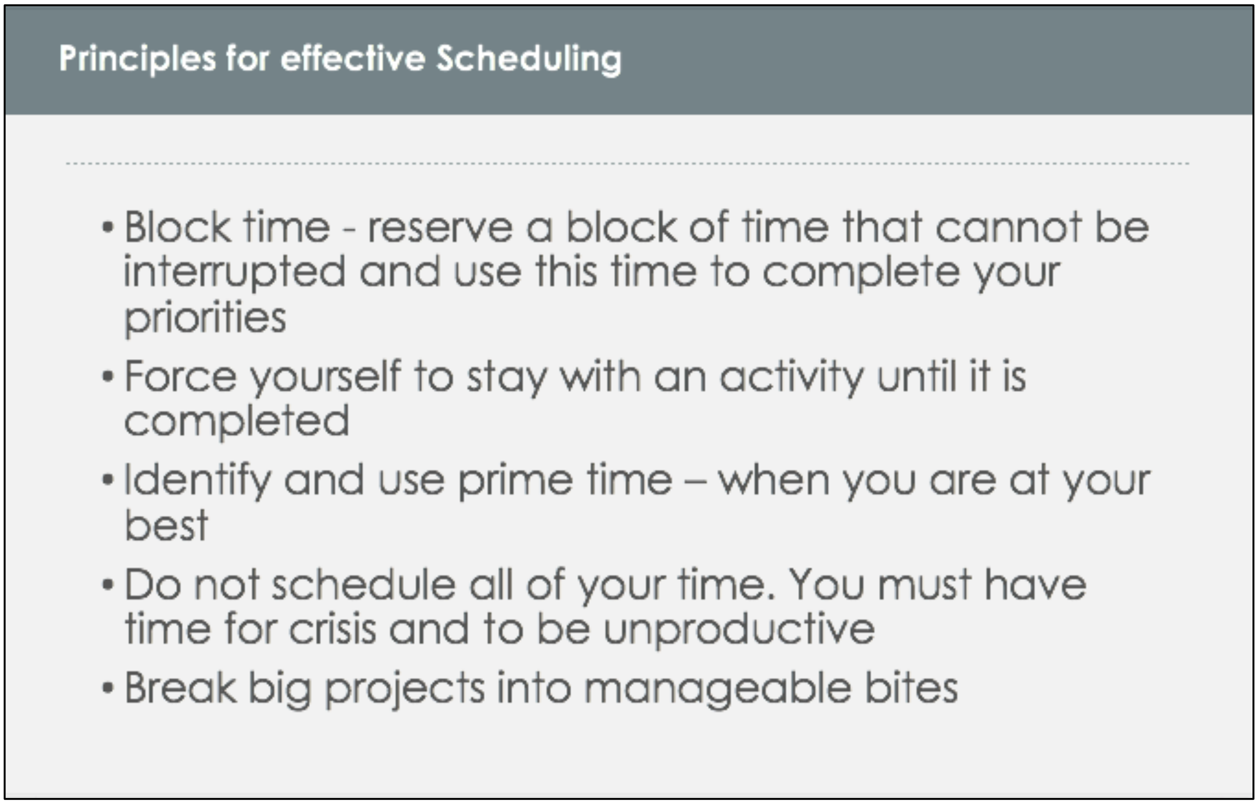
Time Management Tips
Time: 1 Minute

Explain:
Here are some tips for being better with your time.

- Utilize your Outlook or an active system to schedule your time
- Schedule in your priorities
    - You need to schedule your touchpoints

Transition:
Let's review principles of scheduling.

30



Effective Scheduling
Time: 4 Minutes

Explain:
Principles for effective scheduling

- Block time - reserve a block of time that cannot be interrupted and use this time to accomplish tasks that need your full attention.
- Force yourself to stay with an activity until it is completed.
- Identify and use prime time – when you are at your best.
- Do not schedule all of your time. You must have time for crisis and time-wasting.
- Break big projects into manageable bites.

Transition:
Let's go back to an important topic that we discussed in earlier sessions, your personal brand.

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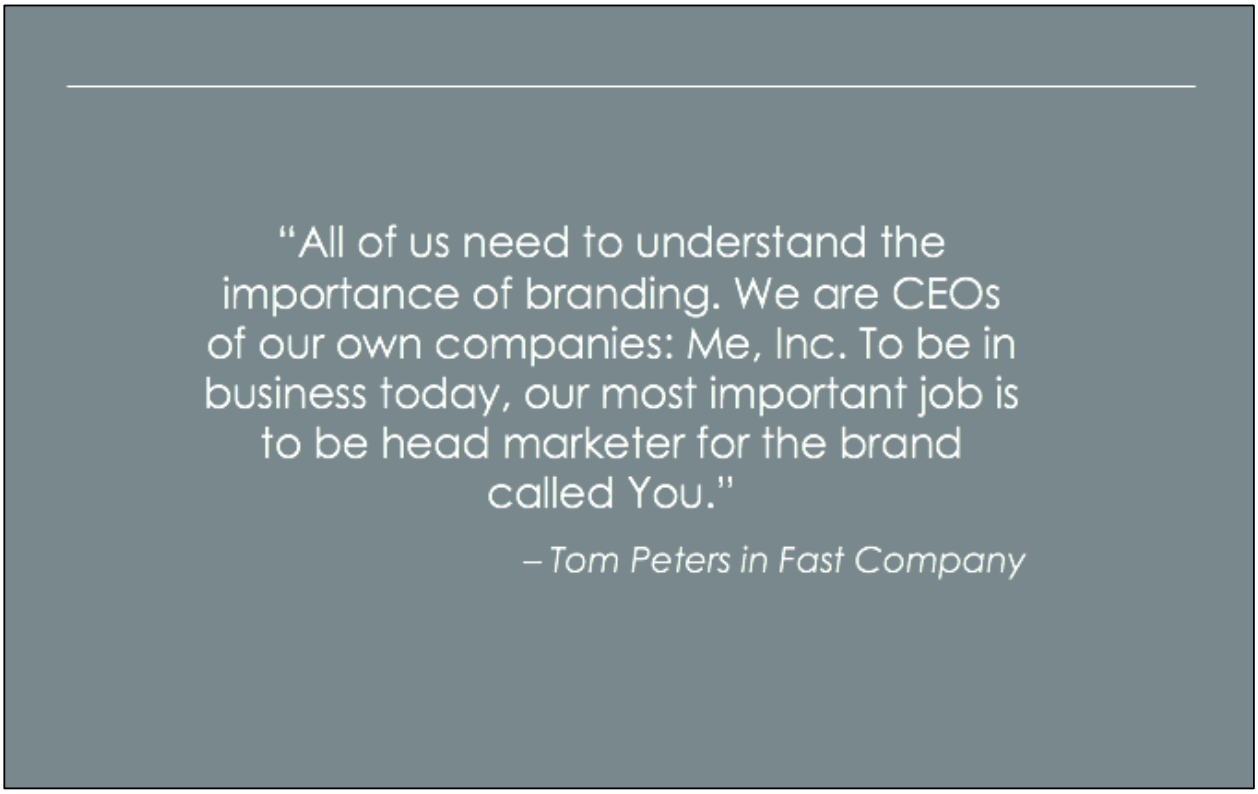

Personal Branding
Time: 4 Minutes

Read Quote:
"All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You."

Ask:
Why do you need to manage your personal brand? How does this relate to acquiring the types of contacts you want to have?

Review answers and discuss:
Look for answers like, "a personal brand is important as it sets you apart from the competition."
Competition is more intense than ever. You must establish and promote your personal brand as this will set you apart. If you want to attract the best clients, you have to have a strong personal brand, one built on expertise, passion, and assets.

Transition:
Let's talk about how we communicate our brand.

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"Your personal brand is a promise to your clients…a promise of quality, consistency, competency, and reliability."

– Jason Hartman, Investor

Personal Branding
Time: 2 Minutes

Read Quote:
"Your personal brand is a promise to your clients…a promise of quality, consistency, competency, and reliability."

Ask:
What does this quote mean about communicating your brand?

Review answers and discuss:
Your brand is communicated everyday at work, every time you work with a customer, every time you deliver an experience, and in every relationship you develop.

Transition:
But your brand is communicated in other places too.

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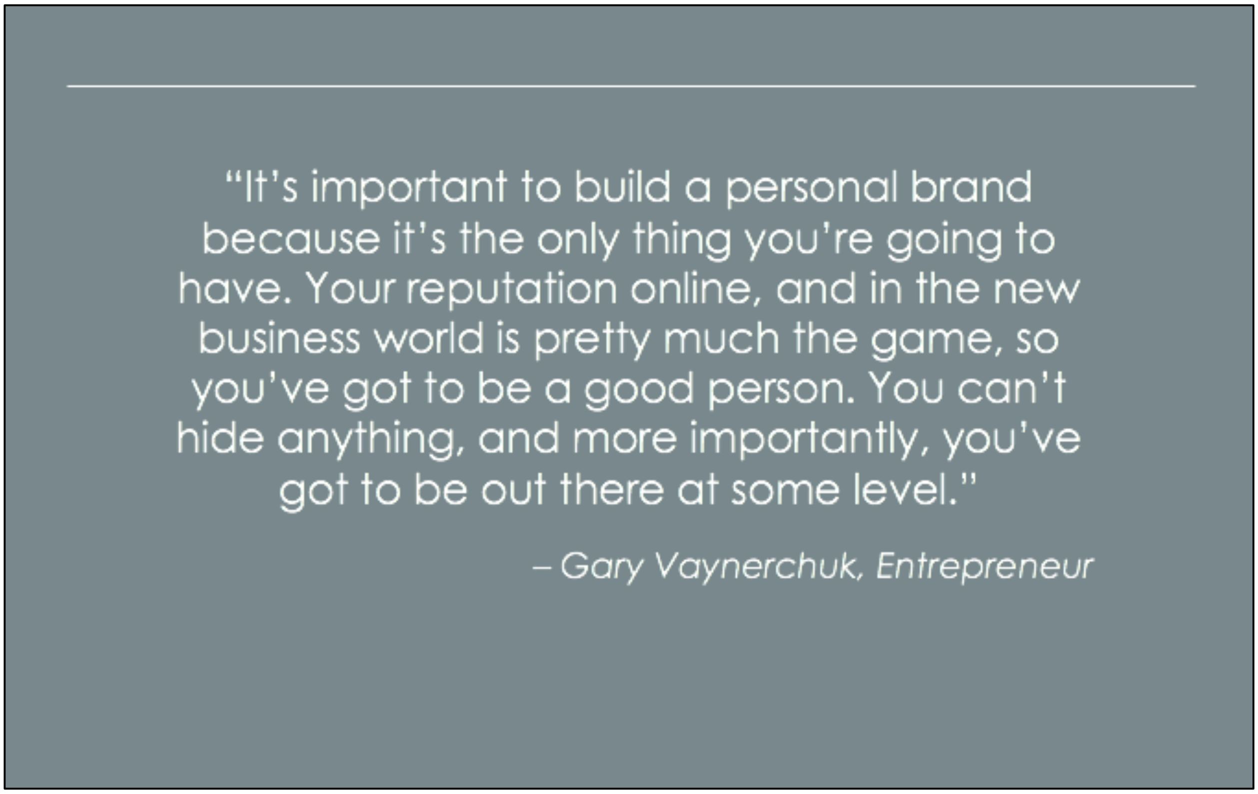

Communicate Your Brand to Everyone
Time: 3 Minutes

Read Quote:
"It's important to build a personal brand because it's the only thing you're going to have. Your reputation online, and in the new business world is pretty much the game, so you've got to be a good person. You can't hide anything, and more importantly, you've got to be out there at some level."

Ask:
What does this mean to you?

Review answers and discuss:
Look for answers like, “taking responsibility for building and communicating your brand.”
You cannot afford to not manage your brand in today’s highly connected society. Your social networking pages and accounts have to be managed. Differentiate personal and business Facebook pages. Ensure your LinkedIn profile communicates your brand, professionalism, and style. Own your Twitter and Instagram pages and be responsible about how you communicate your brand on these sites.

Transition:
Your brand is also based on the relationships you have.

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Reminders for Your Social Networking World
Time: 2 Minutes

Explain:

- Build a professional online brand
- Use LinkedIn for your business network
    - Ensure the photo is professional
    - Ensure your business bio is up to date
    - Connect with customers, not acquaintances
- Use Twitter to share value not after party images
- Consider a personal and professional Facebook page
    - Connect with family, friends, and girls
- Remember – online is forever

Transition:
Lets wrap up our session today with some final thoughts.

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Relationships
Time: 3 Minutes

Read Quote:
"It marks a big step in your development when you come to realize that other people can help you do a better job than you could alone."

Ask:
What does this mean to you?

Review answers and discuss:
Look for answers like, “we all depend on each other to be successful.”
Every success that you’ve had has been a combination of your efforts and others as well, whether that has been help from a co-worker, a boss, a mentor, a teacher, etc. This is why it is so important to maintain relationships with our clients, with our co-workers, with our friends and with the ones we care about. Take the time to make meaningful connections, touch base often, and follow up with others. This will certainly serve you well in business and in life.

Transition:
Let’s reflect.

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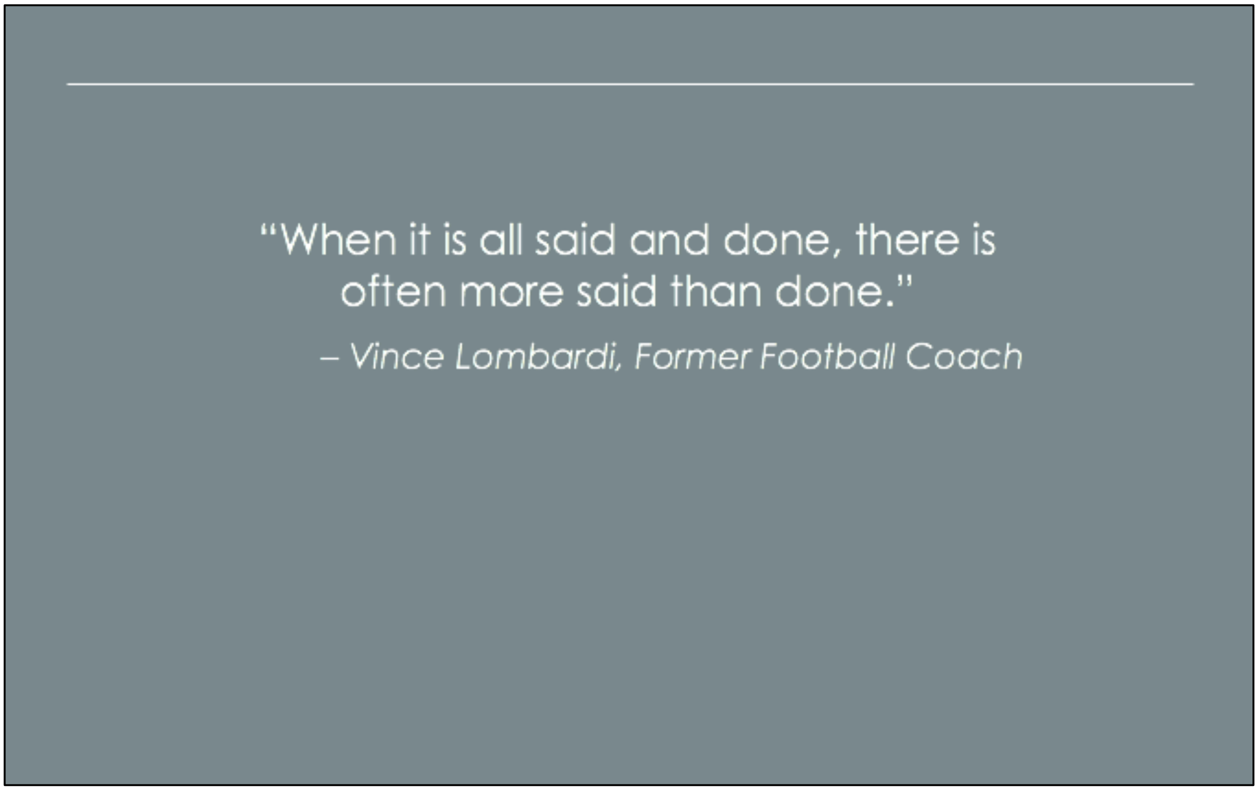

Reflection
Time: 5 Minutes

Read Quote:
"When it is all said and done, there is often more said than done."

Ask:
What do you need to get done to be better at managing your time and your relationships?

Trainer Note:
Provide 2 minutes for reflection. Go around the room and ask each participant to respond.

Closing:
Thank you for your participation today and throughout the past few weeks.