

Touchpoints

- Proactive: Planned-for Touchpoints
 - Meetings: One-on-One
 - Events: Group activity
 - Checking in: Email/Text/Voicemail
- Reactive: Touchpoints responding to an event or situation
- Reasons for Checking In: Birthdays, anniversaries, start/end of the sports season, team success, work/job/company success, family events/celebrations, interesting article/information on their hobby, interest, or sport played

Data Quality

- First name, last name, phone number, email address, type and class
- List type and class on the very first line of the notes field
Example: Type: Client, Class: VIP
- All other notes will appear as a new line

ABCD Prioritization

- A: Client VIP/Feeder VIP (10% of contacts)
 - Highest spend and repeat visits – more than \$35,000 and/or 4 visits per year
 - 12 touchpoints – 4 meetings, 2 events, 6 check-ins
- B: Client/Feeder (25% of contacts)
 - More than \$15,000 and/or 2 visits per year
 - 8 touchpoints – 2 meetings, 1 event, 5 check-ins
- C: Guest VIP/Guest VIF (30% of contacts)
 - Includes new customers
 - 4 touchpoints – 1 meeting/event, 3 check-ins
- D: Guests (35% of contacts)
 - 1 touchpoint – 1 check-in

Time Management Tips

- Have an organized home and Hakkasan office/desk
- Utilize your Outlook or other active system to schedule your time
- Schedule your priorities – especially touchpoints. Create a block of time where you cannot be interrupted to complete first priority items
- Don't procrastinate or do things that do not need to be done
- Identify and use your prime time – the time of day when you are at your best
- Break big projects down into manageable pieces
- Do not schedule every second; account for crisis time and unproductive moments

RELATIONSHIPS FOR SALES & SERVICE SUCCESS HELPFUL HINTS

IMPRESSION MANAGEMENT

First Impression Tips

- Keep your positive attitude "on" at all times – attitude is the biggest factor that influences emotions and makes people feel good
- Keep open body positioning and great posture – place arms and hands at your side or on your desk, and let nothing obscure your body
- Deliver the perfect handshake – palm-to-palm contact, with firm pressure
- Make and maintain appropriate eye contact and acknowledgement, even when on the phone with another customer
- Ensure appropriate look with well-fitted, stylish attire
- Manage your tone of voice – how you speak has the biggest impact on the customer

Successful Phone Strategies

- Offer a strong greeting
- Reduce tension and create interest in your opening line
- Always inquire about their time
- Don't drop your volume of voice when quoting price or requirements
- Avoid the script
- Indicate to the customer that you will be taking notes while you are conversing; follow up any phone conversations with an email recap

Email Etiquette Tips

- Ensure subject line is clear and to the point
- Introduce your name, company, and reason for contact in your opening sentence
- Do not hit "reply all" unless absolutely necessary
- Double check that you have all information needed to address all questions or requests
- Do not share or discuss confidential or sensitive information
- Reply to all emails in a timely manner – in 4 hours during the day and 12 hours at night
- Ensure your signature line is correct and the link to your cell phone works

Lasting Impression Tips

- Ensure you met their needs or requests
- Thank them for the opportunity to serve them
- Reinforce their reservation details
- Invite them to return or call you back

"In today's business environment, anyone can beat you on price. Many people can imitate your products or services. But one thing people can't do is take away the relationships you build with your customers."

– Ken Blanchard, Consultant

PERSONALIZATION & CUSTOMIZATION

Strategies to Remember Names

- Tag a person's name as "important" when given to you. Concentrate on them and say their name 3 times in your mind
- Ask the person to repeat their name back to you if a long name or not easily pronounced
- Say the person's name back to them as soon as it is given
- Use the person's name throughout the conversation
- Associate famous people, animals, food, or things important to you with the person's name and their image
- Write down their name or tag their business card with where you met them
- Own up if unable to remember the name – ask again as needed

Meaningful Conversation

Great Conversation Topics	Conversation Pot Holes
Family, Children, or Pets	Politics
Hobbies & Interests	Religion
Sports Played or Teams Followed	Sex
Where they went to college	Work
Where they are from	
Vacation or Travel Plans	

O.N.E. Questioning Strategy

O – Orientate

- What are you celebrating on this day/night?
- What is special about this day/evening for you and your group?
- Who are you celebrating with/for?
- Who is the person you most want to impress on this day/night?

N – Needs

- What dates are you looking for?
- How many people are in your party?
- Do you have any special requests for the day/night?

E – Effect

- How big do you want this day/night to be?
- How long do you want everyone to be talking about this day/night?
- What is the feeling that you want to bring out during this experience?

"Get closer than ever to your customers. So close, in fact, that you tell them what they need well before they realize it themselves."

– Steve Jobs, Founder of Apple

SALES 101

4 Rules for Great Values Statements

1. Emphasize the problem you are solving
2. Explain benefits, not features
3. Differentiate your clubs and experiences from the competition
4. Have reference stories ready

Presenting the Price and Asking for the Business

1. Just Ask
"...and can we go ahead and confirm the reservation?"
2. Assume
"...and I will make the reservation for you now."
3. Offer a Choice
"So, you have either the table close to the stage at \$2,000, or one further back that will be more private at \$1,750. Which one shall we reserve?"
4. Create Urgency
"...and with this night/day being one of our busiest, I want to ensure you do not miss out, so I want to go ahead and reserve this for you now. Is that okay?"

4 Types of Objections and How to Overcome Them

1. Doubt: Not sure you can do what you said you can do.
 - Provide proof with testimonials
 - "Let me share a story of a guest who was looking for something similar to you."
2. Misunderstanding: Was not clear about what was said.
 - Provide the information in written form
 - "Let me send you an email with all the information for you to review."
3. Drawbacks: Sees another club as a better option.
 - Differentiate yourself with the benefits
 - "I appreciate your concern! The ___ is a great club, but the two things I would consider are first, that our DJ for the night is going to be the most talked-about show that week end, and second, that our table service is the best in Las Vegas."
4. Hidden Obstacle: Not the final decision-maker or cannot afford the experience.
 - Offer to talk to anyone else in the group who might be involved in the decision.
 - "I would be happy to speak to anyone else in your group who is involved in this decision."

Steps to Overcoming Objections

1. Confirm the Objection
2. Empathize
3. Classify the Objection
4. Address the Objection
5. Check for Acceptance
6. Close Again
7. Offer Further Assistance and Confirm Offer and Contact Info in an Email