



H A K K A S A N
G R O U P

FACILITATOR GUIDE

Hakkasan Group Host Training:

Impression Management

Total Program Time:

2 hours

Participants:

All Hakkasan Hosts & Managers

Room Set Up:

6 participants per table/group. Maximum of four tables.

Materials:

Laptop

Clicker

Facilitator Guide

Placemats

Pens

Purpose:

The purpose of this course is to teach employees about the power of first impressions and how to ensure that our guests' first impression of our outlet and our staff is a positive one.

Icon Key:

Explain



Ask



Review



Activity



Scenario



Read
Quote



Trainer
Note



Transition

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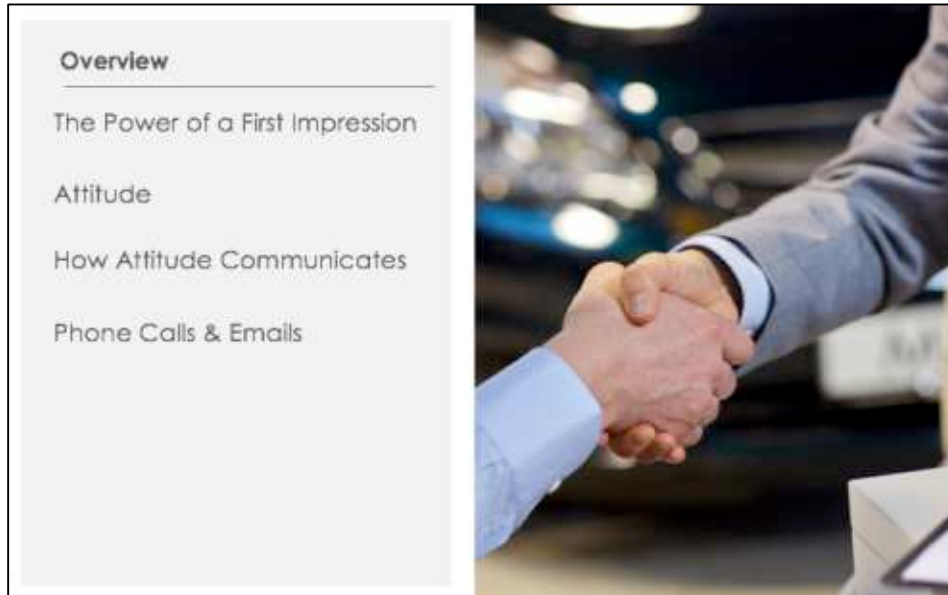
Introduction/Cover Slide

Time: 30 seconds



Explain:

Welcome everyone! I'm excited to spend the next couple of hours in our first module for our training series on Impression Management.



Overview **Time: 2 Minutes**



Explain:

Today, we're going to be discussing first impressions and how to manage the impression you give off. We appreciate your participation and feedback, and encourage you to be active participants. As with our orientation module, on the table in front of you is a placemat for you to put in your binders. Use this placemat to take notes, participate in activities, and refer back to helpful hints over the coming weeks. This module will be two hours long and begin our series of learning experiences around service and sales. In future modules we will focus on the art of conversation and observation, making value-driven offers, managing objections, and how to develop a touchpoint management plan to stay connected to your clients.

Today, we will focus on Impression Management and how we can enhance the impression others have of us through face to face interactions, phone calls, and emails.



Transition:

Let's talk about habits.



Overview
Time: 2 Minutes



Read Quote:

"Motivation is what gets you started. Habit is what keeps you going."



Ask:

What does this quote mean to you as a Hakkasan Host?



Review answers and discuss:

Look for answers like, "It's important to establish habits for consistency to achieve your goals," or "Good habits ensure success."

**Explain:**

Think about how many people set a New Year's resolution every year to lose weight and be healthier. 22% of all resolutions are health-based, so obviously, there's motivation there. However, after one month, only 58% of people have kept this resolution, and after six months only 28%, according to StatisticBrain. The problem is, many people do not establish the necessary habits to make their goal or resolution successful. It has been shown that by joining and paying for a gym, scheduling in time at the gym and working out with a partner or trainer are all habits that significantly increase the likelihood of sticking with that resolution. It is the same for us—our goals are most likely achieved by having the right habits in place. The purpose of this module and the other sessions following is to highlight habits that may inhibit your relationship, sales or service success and suggest habits that have proven to be effective by others via research and experience. We know that to get rid of bad habits, you need to replace them with good ones. It takes about 60 days for you to remove and add on new habits. Habits are developed by *doing*, not just by talking about what you might do. So let's get started.

**Transition:**

With regards to our module series, our focus is to teach and implement the habits that will help you create strong and healthy relationships with your customers that will, in turn, support your service and sales success.



Relationships Time: 2 Minutes



Ask:

Relationships are important in our personal and professional lives. Who can tell me why relationships are important?



Review answers and discuss:

- They build a sense of trust and a feeling of being known.
- When you have a relationship with someone, you will do more for them in an effort for them to be successful.
- It is more fun working with people that you know or are familiar with.
- In our modern economy, people like to do business with people they have a relationship with.



Explain:

Some great answers! We have to understand that it is our ability to develop and sustain relationships that will be the foundation of our success in both our professional and personal lives.

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Transition:

Let's talk about perceptions.

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"Perception is two parts heart, and
one part brain."

– Ancient Proverb

Perception

Time: 3 Minutes



Read ancient proverb:

"Perception is two parts heart, and one part brain."



Ask:

What does this mean?



Review answers and discuss:

Perception is our view of the world. The quote indicates that the way we view the world is two parts emotion and one part logic. This is a great way for us to think about our interactions with each customer. In every interaction, our customers will judge your service abilities by how you make them feel (66%) more than how you make them think (33%). Whether you know it or not, the hospitality or customer service business should really be called the 'feel good' business because that is what we are actually required to do. When you make someone feel good, they will feel more connected with you, and most importantly, will want to interact with you again. When you make someone feel good there is a sense of relationship. In addition, when you have a relationship with someone you will tend to do more to make them feel good. Think about customers you have gotten to know. Don't you do a little extra for them when they come in? That sense of relationship is important because it motivates us to *want* to do more in an effort to make the other person feel good.



Transition:

Remember, when it comes to your success, it is the relationships you build that will define your personal brand and reputation.

"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

Ken Blanchard Quote

Time: 1 Minute



Explain:

As Ken Blanchard suggests, the competition can beat you on price or they can have the same or a better product than you. But what they cannot do is take away the relationships you have with your customers. Let's face it—a lot of hotels/restaurants/stores now look the same. Everyone offers the same products and services, and we are always competing for price. We know from our customers that the reason they keep coming back is because of the experience they enjoy and the service they receive from our staff.

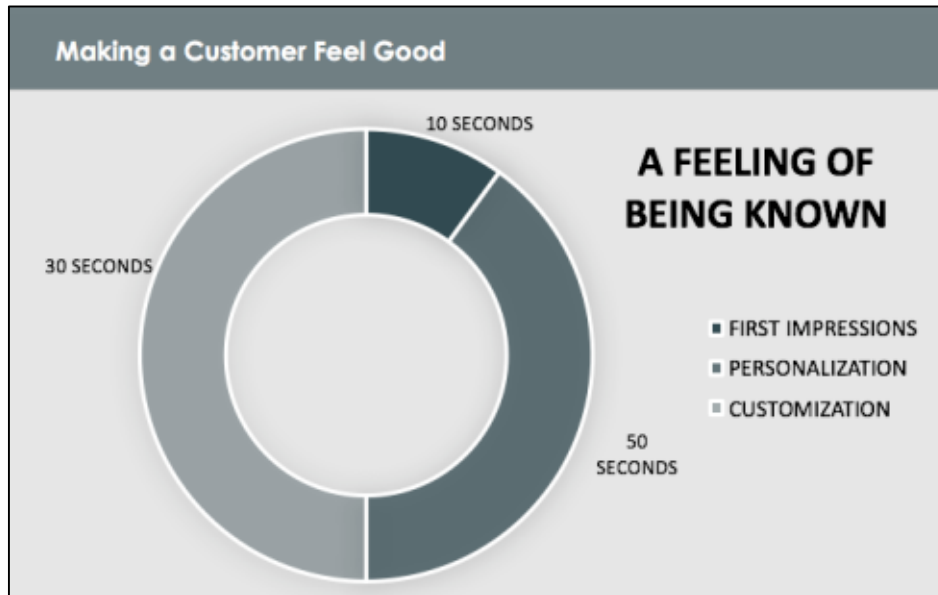
Relationships are important because they are the single most important driver in our customers' loyalty. They are also critical to customer advocacy. If a customer likes you, then they are more likely to take the time to recommend you and our brand to their friends and perceived friends. Remember, the relationships you develop now can stay with you for the rest of your life and in all likelihood, will develop from business relationships into friendships, new business opportunities and even future job offers. The product you represent today is merely a vehicle to be used to develop relationships.

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Transition:

At the heart of relationships and our business is the feeling of being known that we create within our customers.



Making a Customer Feel Good
Time: 3 Minutes



Explain:

You can create that feeling of being known with a customer in 90 seconds or less. The first 10 seconds, the customer determines whether or not you are a good use of their time based on their first impression of you. In 60 seconds, they have worked out if they like you or not based on whether or not you made an effort to get to know them. And in 90 seconds, they will know if they would do business with you based on whether you can customize their experience with a meaningful recommendation.



Ask:

Who believes they are good at creating relationships? (Expect everyone to put up their hands.)

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Explain:

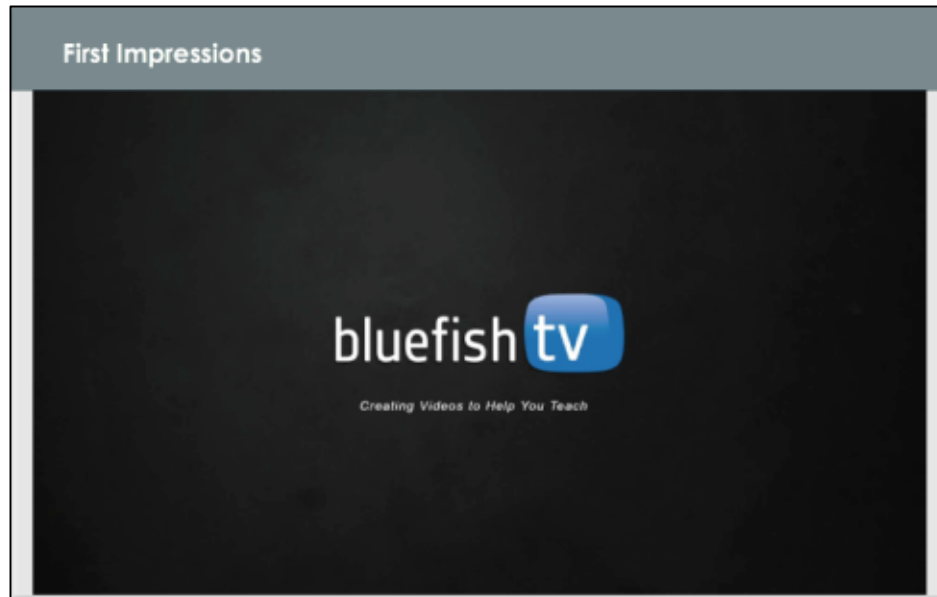
Okay, so think about the relationships in your life and consider whether they were developed reactively or proactively. By that I mean, most people develop relationships reactively by growing up together, sitting together, going to school together, working next to each other or via someone else. In fact, the majority of relationships in our lives are developed reactively. Proactively creating relationships and that feeling of being known is a skill, one that when done correctly can make people feel good in 90 seconds or less.

In case you have not made the connection, we are teaching you how to pick someone up. Now, I am not sure you need this skill personally, but professionally it will really help.



Transition:

Let's start with a quick video on first impressions.



Video
Time: 2 Minutes



Play Video.



Transition:

While this was a comical look at first impressions, I'm sure you've all had real-life negative experiences that you can share.

First Impressions

Discussion

What is a first impression?

Why does your first impression matter so much?

What do people notice about you as you create a first impression with them?

First Impressions
Time: 10 Minutes



Ask:

What is a first impression?



Review answers and discuss:

A first impression is a snap-judgment you make of someone or something within the first 10 seconds of meeting them.



Ask:

Why do you think first impressions matter the most?



Review answers and discuss:

- They are often your only impression.
- If you do not make a good first impression, people will not allow you to get to know them.
- First impressions are self-fulfilling prophecies. If you make a good first impression on someone, they will notice all the good things about you.
- Conversely, if you make a bad first impression, they will start noticing (negative) things that maybe they would have otherwise overlooked.
- First impressions are a way for us to protect our time because if someone makes a bad first impression on us we tend to minimize our interactions with them, thereby not wasting our time.
- First impressions are powerful. It takes 6 months of face-to-face contact to change the impact of a first impression. We don't have that kind of face time with most of our guests! Knowing that, you should be even more motivated to ensure a positive first impression every time.



Ask:

What do people notice in the first few seconds of meeting you that creates their first impression?



Review answers and discuss:

- Body language and facial expressions. Do you think you can tell something about how someone is looking or how their body language is on the phone? Of course you can.
- Grooming, or the way you dress. Even though this is not an important element for you on the telephone, it does have an impact on how you feel for the day. If you look good, you feel good. If you feel good, you are more likely to make your customer feel good.
- The first words you use and the tone of your voice.
- Your greeting and the way you acknowledge them.
- Your overall attitude.



Transition: Let's talk attitude.

10



It Starts With Your Attitude

Time: 5 Minutes



Ask:

Who can give me a definition of attitude?



Review answer and discuss:

Your attitude is your response or reaction to everything that goes on around you. This is based on a couple of simple ideas.



Ask rhetorically:

Do you have an attitude?



Explain:

Of course you do. The question is not, "Do you have an attitude?"



Ask rhetorically:

What is the question? "Exactly what type of attitude do you have?"

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**Explain:**

Now I am going to assume you are all generally positive people. However, you will have times throughout your day that you become negative, correct?

**Ask:**

Now these are the most important moments, because what will happen if a customer interacts with you at the very moment you are responding to something negatively?

**Explain:**

Of course, you are not going to have a very good first impression on the customer. This is what makes service and sales so difficult. You are in the hospitality industry, which just happens to challenge your positive attitude more than other industries, due to some of the guests you come into contact with. Unfortunately, you chose this business; therefore, you must be willing to present a positive attitude to all of your guests.

**Transition:**

Your personal brand and reputation relies on and requires that you are “on” whenever you are with a guest.

Attitude

“A person with a great attitude will always give you great service; a person with a poor attitude will always deliver poor service.”

– Hospitality Axiom

Attitude

Time: 5 Minutes



Read quote and explain:

Here is an axiom (truth) about service: “A person with a great attitude will always give you great service; a person with a poor attitude will always deliver poor service.”



Ask:

Why do you think this is a truth in the service business?



Review answers and discuss:

It's true because attitude is the #1 thing that makes us *feel* something. We make people feel a certain way by the way we behave. People like being around people who have a great attitude. Why? Because it makes them feel good! If you are providing someone with a service, and you have a great attitude, they will perceive that they are receiving a great service. The reverse is also true. If you're receiving a service from someone with a bad attitude, you will perceive that the service is bad. Remember our ancient proverb about how we perceive the world? The way we view the world is more influenced by emotion than logic. Attitude is the biggest factor in influencing emotion and making people feel good; therefore, it is probably the most important factor in great service and developing a relationship with our customers.



Ask rhetorically:

Do you want to spend time with someone with a bad attitude? Of course not, and neither do your customers. When it comes to first impressions, it's all in your attitude.



Transition:

Let's talk about what to do when our attitude is off.

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Attitude

"Life is 10% what happens to you
and 90% how you respond to it."

– Charles Swindoll

Attitude

Time: 5 Minutes



Explain:

In hospitality, we must learn to overcome our negative attitudes quickly and effectively. It is not usually possible for us to step away for a long period of time to work out, hang out with ones we love, eat our favorite foods, play video games, or engage in any other activity that makes us feel better. We have to be able to reset our attitude in seconds.



Ask:

So what do you do when your attitude is off?



Review answers and discuss:

Look for answers like, "stand up straight." or "grab some coffee" or "step away for a minute."



Explain:

There are some simple techniques that will support your ability to get over negative feelings.

Begin with breathing properly. Taking three deep breaths is proven to help us feel better. To do this correctly;

- Inhale slowly through your nose and abdomen.
- Hold your breath for a moment
- Breath out through your mouth or nose
- Repeat three times.

To enhance this we need to adjust our posture at the same time. Great posture helps increase the flow of blood, breathing, reaction time, and reduces the strain on your back. Straighten your posture and stand up tall, lifting the top of the head towards the ceiling, thereby straightening the neck. Pull your shoulders back. Hold this for three breaths.

To enhance this feeling even more you can consider a power pose at the end of your three breaths. Harvard Business School Social Psychologist Amy Cuddy coined the popular phrase "Power Pose," referring to how a highly powerful non-verbal display can change your hormone levels, body chemistry, outlook, and attitude. The high-powered pose has been compared to a cobra rearing and spreading its hood or Wonder Woman with her legs apart and hands on her hips. The key to the pose is to open or raise yourself up to be at your biggest. Your pose should be for you and work for you, and therefore must make you feel strong, in control, and powerful. It is the same feeling you might have after finishing a great workout. You want to tighten all of your muscles and hold them for 10 seconds, feeling yourself become powerful. Adopting the Hulk pose may help. After 10 seconds release your pose and feel your body respond in a positive manner.



Activity:

Let's all practice our breathing, posture adjustment and "power pose" for 30 seconds. Find what position makes you feel good, brings your energy levels up, and empowers you to have a positive attitude!



Trainer Note:

Ensure that everyone is participating. You should find participants laughing and having fun with the exercise.



Debrief:

How did that make you feel? Did it work for you to help improve your attitude and give you energy?

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Review answers and discuss.



Transition:

Once you have a positive attitude, it's important to pay attention to all the ways that your attitude communicates.

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Attitude

Time: 2 Minutes



Ask:

How does your attitude communicate?



Review answers and discuss:

Look for answers like, "body language," "a smile" or "the way you speak to others."



Explain:

Attitude affects every part of your interactions with others, including body language, facial expressions, tone of voice, and the words you use.



Transition:

Let's talk about body language.

Body Language

"55% of the first impression you give is based on what people see, 38% is your tone of voice, and 7% is based from the words you use."

– Nathan Boothman, Author

Body Language

Time: 5 Minutes



Explain:

We know from the power pose activity that body language and attitude go hand-in-hand. Body language is also one of the first things we notice about someone else. 55% of the message you communicate when interacting with someone is communicated through your body language.

**Read/Paraphrase Story:**

In 1992, researchers Nalini Ambady and Robert Rosenthal, then at Harvard, found that our first impressions are essential for our success. In their experiment, they asked students to rate two-second video clips of professors teaching. Then they took these ratings and compared them with that same professor's student evaluations after an entire semester of teaching. The result: Teachers who got low video-clip ratings also got poor student evaluations. And teachers who got strong ratings on their video clips also received the best student evaluations. Consider that. Teachers were judged the same, whether it was based on a two-second clip or dozens of hours of teaching. And here's the kicker: The two-second video clips were muted! That means the students watching the videos were judging based on body language alone.

**Ask:**

Have you ever experienced this, where the body language and first impression you have of a person then impacts everything you think and feel about them from then on?

**Ask:**

What do you see in another person that forms your first impression of them?

**Review answers and discuss:**

Posture, Arms, Body Positioning, or Grooming.

**Transition:**

Lets look at some first impressions.

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First Impressions Activity

Time: 8 Minutes



Trainer Note:

During this activity, different photos of people will come up on the screen. Ask Participants to describe the person using one word. Then ask the group to clarify what they saw that gave them this snap judgment.



Activity:

For this activity, I'll be showing you pictures. When each picture comes up on the screen, describe the person using one word. What do you notice to create this assumption?



Review answers and discuss:

- Person 1
 - Frustrated
 - Not Helpful
 - Disinterested
 - Arms crossed, scowl on face
- Person 2
 - Not Helpful
 - Disengaged
 - Disorganized
 - Hands in Pocket
 - Fit that's too big
 - Serious look
- Person 3
 - Professional
 - Confident
 - Friendly
 - Salesman
 - Great suit, clean shaven, great hair, and big smile
 - Leaning on Desk with hand in pocket – this may cause people to think that he may not be as interested in helping as we first thought!



Explain:

What people see in the first few seconds has a big impact on the overall first impression of that person.



Transition:

It is important we consider all the things a guest might see in us when they see us for the first time.

Posture

"Posture affects how people perceive you. Just as someone with good posture sends nonverbal signals of energy, confidence, and health, a person with poor body posture appears uninterested, uncertain, or lethargic."

– Carol Kinsey Goman, *Social Psychologist*

Posture**Time: 8 Minutes****Read Quote:**

"Posture affects how people perceive you. Just as someone with good posture sends nonverbal signals of energy, confidence, and health, a person with poor body posture appears uninterested, uncertain, or lethargic."

**Explain:**

Our body language is a crucial part of a first impression and the way we communicate how we are feeling. It starts with our posture.

**Ask:**

What is the right posture we should be using with our customers?

**Review answers and discuss:**

Naturally, we should sit up or stand up straight. This communicates confidence and that you are ready to help. We must avoid leaning or lounging in customer contact areas. The only time you should lean is when you are listening to your customers. This indicates interest in what they have to say.



Ask:

Where should you place your hands?



Review answers and discuss:

Avoid placing your hands in your pockets, as it indicates you have something to hide. Also, folding your arms is a sign that you are defensive or not interested in negotiating. Place your hands at your side or on your desk so they are easily seen.



Ask:

What does it mean to have good body position?



Review answers and discuss:

Having good body position means that nothing is obscuring any part of your body. First impressions are deeply rooted in feeling safe when meeting new people, and if customers cannot get a full read of you and your total body it may reflect negatively. Whenever greeting a customer come out from behind your desk, counter, or anything in front of you. For women this is especially important: they want to see your whole body to gauge whether they can trust you. It is important to stand or sit 'square on' and 'face to face' with a woman. For men, they feel threatened when faced 'head on,' so turn one shoulder slightly out so they feel an 'open space' between yourself and them. Note that when someone is not feeling comfortable with you they will turn their feet and body slightly away from you as if they are ready to make a getaway. It is just a six-inch shift in foot position, but it suggests that a good first impression has not been made.



Ask:

How do you deliver the perfect handshake?



Review answers and discuss:

A handshake, if done correctly, is the equivalent of up to 3 hours of face-to-face interaction in building a relationship. It is such an easy way to quickly build rapport and a connection with a customer. We have the most nerve endings in our body from the tips of our fingers to our elbows. It is the palm-to-palm pressure that creates a positive response in the brain, so a bad handshake creates a negative reaction. To deliver the perfect handshake, ensure you get palm-to-palm contact with a 'firm' grip. Avoid the bone crushing, limp, or hand-turning shake. It is expected that you offer the same handshake to women and even children. In fact, if you do not offer a handshake to a woman, it is considered disrespectful. An alternative can be to touch the arm between the wrist and elbow, which can create a similar effect. A pat down on the shoulder shows dominance, while a pat on the upper arm/bicep is seen as reassuring.



Activity:

Have everyone get up and practice a great handshake. Have each person give feedback to their partner about whether or not it was a great handshake.



Transition: Let's think about our facial expressions.

Facial Expressions

“Smiling directly influences how other people respond to you. When you smile at someone, they almost always smile in return. And, because facial expressions trigger corresponding feelings, the smile you get back actually changes that person’s emotional state in a positive way.”

– Carol Kinsey Goman, *Social Psychologist*

Facial Expressions**Time: 5 Minutes****Read Quote:**

“Smiling directly influences how other people respond to you. When you smile at someone, they almost always smile in return. And, because facial expressions trigger corresponding feelings, the smile you get back actually changes that person’s emotional state in a positive way.”

**Ask:**

What does this quote mean to you?

**Review answers and discuss:**

Look for answers like, “Smiling is the easiest form of customer service,” or “Smiling helps make the sale.”

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**Explain:**

A research study from Duke University found that we not only feel more positively about those that smile when we meet them, but we remember them better – what a way to leave a lasting impression on someone, with a simple, genuine smile! Smiling lets everyone know things are okay and there is nothing to worry about. If you are not sending cues to the customer that you are warm and welcoming, then the customer will not feel good about you. Remember also, a smile is very contagious.

**Activity:**

Have everyone pass on a smile to each other and demonstrate how smiling is contagious.

**Explain:**

Don't forget—we can tell if someone is smiling on the phone. We hear it in their voice. Smiling is also described as the simplest way to make someone feel good. It is important that we are acknowledging customers and potential customers with eye contact and a smile.

**Transition:**

Let's consider eye contact.

Eye Contact

"Eyes are the window not only
to the soul, but also to the sale."

– Nathan Boothman, Author

Eye Contact Time: 2 Minutes



Read Quote:

"Eyes are the window not only to the soul, but also to the sale."



Ask:

Why is eye contact important?



Review answers and discuss:

A lack of eye contact communicates a disinterest with your customer until you are ready to 'deal' with them. Simple acknowledgement through eye contact is important, even when speaking on the phone while dealing with another customer. It shows you are aware they are there. By flashing your eyebrows slightly, it indicates you are happy to see them and the customer will be much more likely to be patient while they wait.



Transition:

Let's also consider grooming.

Grooming

"There are four ways in which we have contact with the world. We are evaluated and classified by these four contacts: what we do, how we look, what we say, and how we say it."

– Dale Carnegie, Author

Grooming

Time: 4 Minutes



Explain:

As Dale Carnegie suggests, the contact we have with the world is in four ways: what we do, how we look, what we say, and how we say it. We have already considered what we do – let's discuss the importance of how we look.



Ask:

What is considered good grooming?



Review answers and discuss:

Grooming is all about how much effort we put into the way we dress and our overall appearance, with special emphasis on our face and hands.

- Ensure your suit or clothes fit appropriately
- Ensure your shoes are clean
- Ensure your breath, teeth, hands and fingernails are all cleaned appropriately
- If you do not care about your grooming, then you will quickly learn your customers will care very little about you.

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Transition:

Face-to-face contact is not the only way that impressions are created. We also need to consider our words and tone of voice.

Tone of Voice & Words

"People's emotions are rarely put into words, far more often they are expressed through other cues. The key to intuiting another's feelings is the ability to read the nonverbal channels like tone of voice."

– Daniel Goleman, Author

Tone of Voice & Words**Time: 3 Minutes****Explain:**

Our tone of voice is the true expression and meaning of our words. The best way YOU can shift your tone in a way that will benefit that ever important first impression is to set an intention about the kind of interaction you want to have. Be warm and confident. Remember, it is not *what* you say, but *how* you say it that has the biggest impact on the customer. Try to avoid using a voice that includes sighs, frustration, annoyance, sarcasm, or arrogance.

The words you use when you first meet a customer should be simple and easy. The customer wants to hear two things from you when they first meet you:

- Some type of welcome.
- An expression of gratitude.

So, create your own greeting.



Provide some examples: "Welcome, thank you for calling _____," or "Welcome, thanks for choosing _____."

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**Activity:**

Take a couple of minutes to write down any reminders to yourself about habits you need to make or break to create a better first impression.

**Transition:**

Of course, when on the telephone, our words and tone of voice become even more important.

Phone Impressions

What are some important things to remember when communicating via the telephone?

"If the telephone doesn't ring, it is me."
— Jimmy Buffet, Musician



Phone Impressions

Time: 2 Minutes



Ask:

What are some things that are important to remember when interacting with guests on the telephone?



Review answers and discuss:

Look for answers like, "try to have a positive tone of voice on the phone," "smile before you dial," or "be polite" or "avoid background noise" or "know exactly what you want to discuss before you get on the phone."



Transition:

Let's consider some successful phone strategies.

Successful Phone Strategies

- Offer a strong greeting.
- Reduce tension and create interest in your opening line by offering a greeting, your name, your company, and the reason for the call.
- Always inquire if now is a good time to talk.
- Don't drop your volume of voice when quoting money or requirements.
- Avoid the script.
- On the phone indicate you will be writing notes. Follow up any phone conversations with an email.

Successful Phone Strategies

Time: 10 Minutes



Explain:

- As discussed, first impressions count, and your greeting counts for a lot here. Some quick tips; don't hold your breath waiting for someone to pick up – it tenses your vocal cords, and don't rush your greeting – it makes you sound disorganized. Finally, use the lowest end of your natural voice – a high voice gives off a signal you are not mature or dependable.
- One of the interesting aspects of phone calls is that people often associate negative news with phone calls. It is important when you are calling someone that you may not know to immediately reduce any tension and create immediate interest in your call. Even when calling someone back, you should ensure that you provide a quick value proposition. We reduce tension by offering our name and club and can capture a potential customer's attention immediately by indicating that you are calling about their interest in joining you for an experience at your night/day club. E.g. "Hi, my name is John from Hakkasan, and I am calling you back regarding the opportunity to join me at our Club next weekend."



- Always be considerate of another person's time by inquiring, "Is now a good time to talk?" If not, set a time for your next call.
- Be careful of lowering your tone of voice when quoting a cost or explaining a policy, etc. – it gives the listener the impression you are not confident in what you are asking for.
- To connect with someone over the phone, we need to share emotions. When you answer the phone, be confident, but as you begin to communicate and explain the club experience, share stories and your excitement for the experience they are inquiring about.
- Don't worry about scripts and curated messaging. Anything that does not sound authentic damages your credibility.
- On the phone, indicate you will be writing notes. Follow up any phone calls with an email. Did you know that people lie the most over the phone? Think about it – people minimize lies via email or text message due to the "paper trail," and when meeting face to face, it is easier to tell if someone is lying, so people tend to avoid it there. On the phone though, people are more comfortable lying. By indicating and then taking notes and then following up with an email, you appear organized, are able to reference conversations, and most importantly, create a paper trail where all parties can confirm that everything was correct regarding a conversation.



Transition:

We also need to think about our voicemail.



Voicemail
Time: 4 Minutes



Explain:

Your voicemail communicates. When was the last time you considered what sort of impression your voicemail greeting leaves about you? Too often, voice messages are rushed, too quiet, or not professional. There may be background noise. Often we do not introduce our full name and club. We must remember to invite the caller to leave a message and tell them that you will return their call as soon as possible.



Activity:

Get out your cell phones and listen to your own voicemail. Be critical. Consider how you might improve it. Write some quick notes to yourself about how you could create a better impression with your voicemail.



Explain:

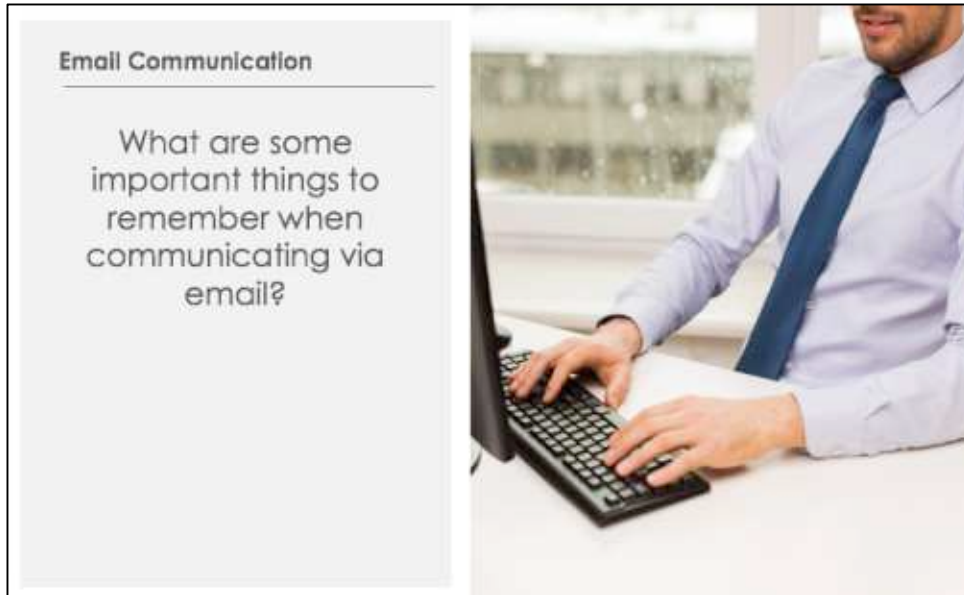
When it comes to first impressions, the telephone is still an important tool by which to conduct business and deliver a great impression to your clients.

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Transition:

We also must pay attention to the first impression we give off via email.



Email Communication

Time: 5 Minutes



Ask:

What are some important things to remember when communicating via email?



Review answers and discuss:

Look for answers like, “Use proper grammar and spelling,” “Ensure you have the correct email address for the person you are trying to reach” and “Be professional.”



Explain:

Email is one of the most important tools we have, and is a great way to communicate, but it can also be a huge distraction or even a liability. Keep in mind that when you send an email, there is a permanent record of that piece of communication. Make sure that you have your facts straight and know exactly to whom you are sending every email.



Transition:

Let's review some other important email etiquette tips.

Email Etiquette Tips

- Ensure subject line is clear and to the point
- Ensure your opening sentence introduces your name, company, and reason for the email
- Ensure correct spelling and grammar
- Do not hit "reply all" unless absolutely necessary
- Double check that you have all information needed to address all questions or requests
- Reply to emails in a timely manner – within 4 hours during the day and 12 hours at night. If you reply outside these times, begin your second sentence with an apology
- Ensure your signature line is correct and the link to your cell phone works

Email Etiquette Tips

Time: 5 Minutes



Explain:

- Ensure the subject line is clear and to the point. If you want your email to be read, make sure that your audience knows what the email contains, or they will consider it a waste of their time.
- Do not hit "reply all" unless absolutely necessary. You can summarize the main points of an individual email chain and send a recap email to everyone else once all details have been confirmed.
- Double check that you have all the information needed and that you fully address each question or request before you hit send. Everyone makes an occasional, "Oops, I forgot the attachment" email, but the less mistakes you make, the more professional of an impression you send.
- Do not use email to share or discuss confidential or sensitive information. If you have something important to discuss, a phone call is necessary to ensure the privacy of the information.

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- Reply to all emails in a timely manner. During working hours, a reply should be expected within four hours as a maximum, or much less depending on the urgency of the request. If you reply outside these times, you should begin your second sentence with an apology.
- Ensure your signature line is correct and the link to your cell phone works.



Transition:

While a first impression is important, there is another impression we must manage.



Fond Farewell & Lasting Impressions

Time: 3 Minutes



Explain:

After you nail the first impression, it's time to focus on the final impression, your fond farewell.



Ask:

What should a fond farewell look like?



Review answers and discuss:

Look for answers like, "Smile and wish a good day," "invite the guest back" or "thank the guest for coming."



Transition:

Let's review.

The Last Impression

- 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

The Last Impression

Time: 2 Minutes



Explain:

All of the elements we've discussed so far come together as we close our interaction:

- Ensure you've given them the help and assistance needed and ask if there is anything else you can offer to help them with.
- Thank them for providing an opportunity to serve them. Without our guests, we have nothing! We should always show our gratitude for our guests choosing us over a competitor.
- Reinforce the guests' reservation details if they came away with a reservation.
- Invite them to return.
- Offer a fond farewell, wishing them a wonderful morning/afternoon/evening and safe trip home if they are out of town guests, or a "hope to see you back again soon" for locals.



Transition:

You never know when you'll be the last to interact with one of our guests. Make every interaction memorable!

Reflecting on Impression Management

How can you provide the best impression possible for our guests?



Reflection Time: 5 Minutes



Ask:

Considering what you have learned today, what are some specific things that you need to work on to be able to provide the best impression possible for our guests? Take a few minutes to write it down on your placemat.



Trainer Note:

Give participants 3 minutes to write down their thoughts, then ask for 3 individuals to share their responses.



Transition:

Let's wrap up our session today.



Closing

Time: 2 Minutes



Read Quote:

"Two things remain irretrievable: time and a first impression."



Explain:

Make your first and last impressions count.



Conclusion:

Thank you all for your participation today. Please keep your placemats in your binders and refer back to your notes in the next coming weeks as you strive to make each of our training lessons into a habit.

I look forward to seeing each of you next week for our next module, Personalization and Customization.