



Hospitality Training Programs

Transient Edge® – Convert More Reservations

Improve guest satisfaction, boost occupancy and increase market share when you engage employees in Signature Worldwide's **Transient Edge®** training program. More than an ordinary training event, **Transient Edge** equips reservation agents and front-desk staff with a simple formula to effectively handle – and convert – reservation inquiries. Reinforcement modules include:

- Conversational Calls
- Overcoming Resistance
- Revenue Ambassadors
- Check-In/Check-Out
- Legendary Complaint Handling
- Partnering with Different Personalities
- Proactive Service
- Relocating a Guest
- Walk-Ins

Service Edge™ – Deliver Legendary Experiences

Improve guest impressions to boost repeat business and service scores when you train employees with Signature Worldwide's **Service Edge™** training program. The program also includes our **Service SkillKit™** which provides six months of brief, daily activities to keep legendary service delivery top of mind for all employees. This fun, unique and empowering business solution gives frontline and support staff the training, motivation and confidence they need to make every guest encounter a positive one. Reinforcement modules include:

- Check-In/Check-Out
- Legendary Complaint Handling
- Partnering with Different Personalities
- Proactive Service
- Relocate a Guest
- Housekeeping
- Team Building

Capturing the Educated Customer and Maximizing Revenue™

Today's educated guests are not your 90's customers who felt they really did not have options in searching for the best hotel deals.

In this training program, participants gain the skills, confidence, and attitude to perform at a higher level in order to succeed in dealing with today's educated customers.

Reservationists, front desk associates, and managers will become part of this upscale culture, as they learn how to deliver the ultimate customer experience to those guests who have many hotel choices. This culture is based on credible conversations and less on routine transactions. In addition, our Magic Formula is designed to improve your staff's ability to handle inquiries and caller experiences and to ensure high-level skill development techniques that will sell more rooms.

Sales Edge™ – Find More Business. Close More Business.

Develop and execute sales plans that increase conversion rates and drive incremental revenues. Participants learn transactions and relationship selling skills, which build rapport and boost credibility, including: uncovering a prospect's needs and wants, identifying decision makers, discussing sales parameters and delving into buying motives.

- Client-Center Sales™
- Legendary Prospecting™
- Negotiating Value™

“We recommend Mystery Shopping and on-going training for all programs because training without measurement and reinforcement is just entertainment.”

Holly Zoba, SVP of Hospitality Sales

Signature
WORLDWIDE
business and training solutions

Coaching For Performance™ – Develop Managers into Coaches

This training program, designed for managers, emphasizes the importance of their role in employee development and offers tangible, easy to use tools to be a leader who **Coaches for Performance**.

By the end of the course, confident managers will be able to provide effective, meaningful feedback to employees in order to enhance their performance; motivate their employees to improve; and discover and use recognition strategies to reward and empower.

Social Media Strategy™ – Stay on Top

Social Media Strategy™ provides ongoing training and reinforcement that helps employees feel comfortable in the social media space and teaches entire teams how to be profitable. Participants learn the impact online reviews have on the bottom line, as well as where to find those reviews and how to respond.

Luxtra™ – For Hotels in the Luxury Market

Luxtra™ is a customizable program developed to help hotels exceed luxury travelers' expectations. The program teaches guest service representatives specific tools to handle reservation inquiries, improving guest experiences and selling more rooms. Participants will also learn skills such as when, how and why to establish rapport with potential customers, identify caller needs, build value before quoting rates and gaining commitment.

Customer Experience Edge™ – All Staff Training

Turn satisfied customers into loyal ones with Signature Worldwide's organization-wide approach to creating a culture focused on customizing experiences. Unlike siloed, department-specific training, **Customer Experience Edge™** is designed from the customer's perspective and engages an entire organization. Reinforcement modules include:

- Coaching Session
- Arrivals Experience
- Rooms Experience
- Dining Experience
- Departure Experience
- Banquet Experience
- Activities Experience
- Sales Experience
- Reservations Experience
- New Employee Training

Legendary Leader™ – Learn to Lead

Legendary Leader™ takes leaders at all levels on a quest of personal and professional growth. An online assessment allows the class to be personalized for each participant, while he or she learns to identify and adapt natural behavioral tendencies; lead teams to legendary results, identify leadership traps, distinguish between habits and rituals; and become more personally accountable in a leadership role.

STARstrategy™ – Understanding STAR Reports

STARstrategy™ helps turn the STAR report, produced by Smith Travel Research, into a useful strategic tool by teaching teams of leaders how to read, interpret and utilize the data in order to be the best in the market and meet financial goals.

Mystery Shopping

Mystery shopping will provide you with the insight needed to increase your conversations and boost your revenue.

We have a call center with over 100 agents who place thousands of mystery calls a month to various hotels worldwide. Agents are trained to make reservations, guest inquiry calls, as well as group sales and catering calls. Each conversation is recorded, and then sent to a separate group of employees who score the calls, based on a list of criteria we jointly design with our clients. On our web-based reporting system, customers are able to review their calls, look for areas of excellence as well as areas of opportunity, based on actual call reports and trends.

Custom Training

Custom Training is the key to successfully launching an enterprise-wide initiative in getting people at many locations to act and communicate consistently. With experienced resources located throughout the world, Signature is uniquely positioned to help large multi-site businesses create and deploy customized training programs.

Our team of experienced professionals — including instructional designers, marketers, project managers, trainers and shoppers — can build, manage and deliver a highly-effective training initiative tailored to your specifications.

Instructional Design

Comprehensive, interactive training programs designed to accommodate different learning styles, while staying true to your organizational culture and brand.

Speakers for Hire

Signature Worldwide's highly interactive sessions are tailored for different types of events and audiences. We also offer amazing sessions on leadership and employee engagement, to handling change within an organization and creating a culture of lifelong learning.

Whatever your event or audience, we have an incredible speaker that will inspire your attendees.

**Visit signatureworldwide.com
and click on Speakers Bureau,
or call 800.398.0518**

