



SIGNATURE SELECT™

Product Suite

The bedrocks of the luxury experience will always remain. The distinct services, exquisite finishes, and elegant products are the price of admission. What really sets a luxury brand apart today — what defines luxury above everything else — is personalized service.

Creating a luxury experience is a competitive business. A legendary service and sales culture is your keystone for success. Signature Worldwide has designed and certified a suite of training programs exclusively for the International Luxury Hotel Association and their members.

We give you Signature Select.

Signature Select offers integrated training solutions for all service touchpoints. When implemented as a complete solution, all employees become focused on exceeding customers' expectations by creating personalized experiences. Just as you know each of your guests is unique, we understand your business is as unique. Our programs are designed utilizing our Proven Process and are customizable to your brand, your personality, and your exclusivity.

Reservations

In this program, Signature teaches guest service representatives a unique methodology for handling reservation inquiries and improving guest experiences. This training is a turnkey system for changing behaviors that create lasting improvements in guest satisfaction, conversion rates, and RevPAR.

Guest Services

This program is designed to overcome one of hospitality's most difficult challenges — how to deliver personalized service experiences guests expect from a luxury hotel. It is a fun, unique, and empowering training solution that provides staff with the tools to strengthen guest relationships, anticipate requests, and handle challenging situations with winning results.

Sales

This program allows sales professionals to take a more proactive, disciplined approach for achieving significant and sustainable increases in revenue. This program covers everything from establishing credibility and building rapport to supporting higher rates, offering alternatives, and asking for the businesses at the right time and in the right way to gain commitment.

We believe training is more than an event, it is a process. Each of our product suites is built utilizing our Proven Process and includes on-boarding, assessment and design, benchmarking, initial training, and reinforcement and measurement. This ensures your desired business results are achieved and training sticks.



Training Agenda

Introduction	Welcoming activity and overview of the session
Legendary Service and the Luxury Guest	Characteristics of exceptional service are reviewed and ways to create a legendary impression for your upscale guest are discussed
Return on Investment	The guest's one-of-a-kind experience will benefit your hotel
Calling the Competition	Make phone calls to competitors and critique the service and sales skills used
Reality Trip	Listen to recorded phone calls and identify the customer service skills that were effectively used and areas where improvement is needed
Connecting with the Luxury Guest	Insuring that the interaction is unique and starts in a positive and professional manner
Discovering and Gathering Information	Be curious; tips and process for ensuring understanding of guest's needs and wants
Skill Practice	Practical role plays and other activities to apply the skills
Delivering Value	Identify key behaviors for delivering value and exceptional service during guest interactions; what are your advantages, what make your hotel unique
Skill Practice	Practical role plays and other activities to apply the skills
Closing and Selling Strategies	Tips on learning and responding to a luxury guest's concerns; identify opportunities to upsell and cross-sell. Build techniques for securing the business
Skill Practice	Practical role plays and other activities to apply the skills
Next Steps	Discuss the components of Signature's ongoing reinforcement program