

Lesson Plan

Subject: Module 1-Culture: Creating and Managing a Unique Experience

Topic: Lesson 5 – Legendary Customer Service to the **MAX!**

Objectives:

1. To learn the art of going the extra mile.
2. To learn how adding value to the experience can really pay off.
3. To learn what to do when you make a mistake.

Student Supplies:

1. Drivers of Success Student Lesson
2. Drivers of Success Journal
3. Pens/Pencils/Highlighters

Facilitator Supplies:

1. Drivers of Success Teacher Edition
2. Drivers of Success Journal
3. Your optional video resources for this lesson are *Go the Extra Mile* and *B.L.A.S.T.*
4. Markers/highlighters
5. Poster paper/board
6. Timer
7. Candy to give out at the door.

Facility: Prior to class, set the room in a layout that will allow for engagement and movement. Be sure to have enough chairs for each participant.

Preparation:

1. Review Teacher Edition including Teacher Tips.
2. Review appropriate Journal page(s).
3. Review and cue up *Go the Extra Mile* and *B.L.A.S.T.*
4. Make any necessary notes.
5. Put candy in a special container so students can choose what they want.

I. Opening

(Stand at the door to the classroom, shake hands with each student using each person's name, offer the candy container and say, "I'm so glad to see you today. We're going to have a great time.")

- ASK: How did you feel when I greeted you and offered you the candy? Did you expect me to do that today?
- (Optional) Ask students to bring up their extra credit from last week's lesson and add to list. Ask how many of them mystery shopped. Have them share their mystery shopping experience.
- Get comfy and take out your Lessons and Journal and let's get started.

II. Intro

- Please open your Drivers of Success Lesson to the intro page of Module 1, Lesson 5.
- Legendary Customer Service means looking for ways to make guests feel special and important. The sky's the limit! In the lesson today, we'll take that customer service to the max and show you how wild and crazy you can get to make your guest feel like the most important person in the world.
- Today, you will learn how to go the extra mile by adding value to your guest's experience.
- You'll also learn what to do when you make a mistake. It will happen and there are ways to make you and your client feel more comfortable about it.

III. Body

- Page 4-ASK: Please turn to page 4 in your Drivers of Success Lesson.

- Page 4- ASK: (Have a student read the statement at the top of the page.) What do you think about that statement? Allow 2 minutes for students to respond.
- Page 6-ASK: (after reading the paragraph about servant leadership) What makes a servant?
- Page 6-ASK: (Have a student read the statement at the top of the page.) Have you ever received poor service and thought it was because of the way you dressed or your tattoos or piercings? How did that feel? Allow 2 minutes for discussion.
- Page 7-ASK: How does the first quote on page 7 apply to our business?
- Page 9-PLAY Video: *Go the Extra Mile*
- Page 9-ASK: (after playing *Go the Extra Mile*) Would you ever do that for someone? What do you think the first stylist did or didn't do that caused the client to go somewhere else?

Page 12-PLAY Video: *B.L.A.S.T.*

- Page 12-ROLE PLAY: Pair up with another person you haven't done a role play with and imagine you are speaking to a guest who has a problem with the service you just provided. Be sincere. Practice saying "I'm sorry." Allow 2 minutes.
- Page 15-ACTIVITY: On page 15 you will find a short quiz. I will give you a couple of minutes to evaluate yourself honestly. Find your lowest evaluation for the week and use the space below to share how you will improve it. Talk about solutions and different ways you can overcome the challenge and turn the problem service into a returning client. Allow 3 minutes

IV. Review

- Page 17-ACTIVITY: Cover the review points with your students, allowing extra time to write in answers to number 4. Allow no more than 5 minutes.

V. Activities

- Page 18-ACTIVITY: Have students role play and discuss activity #3.
- (Optional) Page 18-ACTIVITY: Assign #1 and #2 for extra credit.
- Journal ACTIVITY: Take out your Drivers of Success Journals and turn to page 14 please. In the space provided, please write in your thoughts on B.L.A.S.T. This is just for you so think about it and write from your heart. Will it be hard to do? How will you feel when you have to do it?

VI. Close

- ASK: Are you all ready to go out there and give every client Legendary Customer Service to the MAX! every single day?
- Next time we will start by taking the Module 1 Self-Evaluation. Be sure to study all your lessons for this module so you will be prepared. We will then begin the second Module, The Client Value Stream.
- (Optional) Remember to bring your homework with you next time we meet for some extra credit on the test.
- Have a wonderful day.