
Lesson Plan

Subject: Guest Services

Topic: 5-Star Guest Guide

Objectives: 1. To teach professionals why the guest services team plays a vital role in the client's experience.
2. To learn the systems and scripts for interacting with guests at the guest services counter.

Student Supplies: 1. Pens/Pencils/Highlighters
2. Notebook

Facilitator Supplies: 1. 5-Star Guest Guide Book
2. 5-Star Guest Guide PowerPoint
3. Markers/highlighters
4. Poster paper/board
5. Timer
6. Index Cards

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 5-Star Guest Guide Book
2. Review 5-Star Guest Guide Lesson Plan
3. Make any necessary notes
4. Review all Teacher Tips for timing
5. Review and cue-up 5-Star Guest Guide PowerPoint
6. On index cards, write situations that could result in a guest being told no by Guest Services.

I. Opening

- Welcome! Thank you for being here. Today we are going to discuss Guest Services and their role in the client's experience.
- THINK OUT LOUD: While some companies have a Guest Services team, other companies have their service providers work this role as well. No matter which of these options you choose, it is important for you to know and understand how the Guest Services team operates.

II. Intro

- Please take out your notebook and pens, pencils or highlighters and let's begin!

III. Body

- Page 2-ASK: In Module 1 Lesson 1 we learned about core values. What is the benefit of the Guest Services team having a set of core values?
- Page 3-THINK OUT LOUD: Just like you set and track goals with your Financial Tracker, the Guest Services team needs to have goals as well. This helps everyone know what they're working towards. Some goals will be related to the company's numbers, while others be related to the experience.
- Page 3-ACTIVITY: Break your students into two groups. Have the first group write down characteristics of an exceptional Guest Services team member. Have the second group write down characteristics of a mediocre Guest Services team member. Allow 3 minutes for the teams to work together. Then have the two teams come to the front and discuss what characteristics they came up with. Allow 2 minutes for each team to discuss their characteristics.

- Page 4-THINK OUT LOUD: No matter what position you work within a company, each has their own rules of conduct. Let's talk about the rules of conduct for Guest Services.
- Page 5-ASK: By show of hands, how many of you have ever had someone respond to you with, "no problem" or "uh-huh" when you say, "thank you"? How did that make you feel?
- Page 6-ACTIVITY: Demonstrate the steps to take when a guest calls in. Have the students pair up and go through the steps. Do the same for when a guest checks in and when a guest checks out. Allow at least 10 minutes for this activity.
- Page 7-THINK OUT LOUD: You have learned the Five Key Drivers and how to influence them as a service provider, but let's talk about how the Guest Services team impacts the key drivers.
- Page 8-ASK: Why is it important to gather the client's contact information? What would their information be used for?
- Page 9-THINK OUT LOUD: We practiced the steps for when a guest calls in, checks in and checks out, but let's take it a step further into situations that may come up and how to handle them.
- Page 11-ASK: When you are filling out the Client section of your Financial Success Tracker, what are you tracking? So, what should the Guest Services team make note of when assigning visit types?
- Page 12-THINK OUT LOUD: One of the biggest challenges that can happen is miscommunication. While everyone may mean the same thing, when it's said differently it can be left to interpretation on the guest's part. This is why scripts are so important.
- Pages 12-18-ACTIVITY: Determine scripts on pages 12-18 that would apply to your school. Demonstrate how to use each script and have the students pair up to practice. After you have demonstrated a script and the students have practiced, ask one pair to come to the front to demonstrate that you thought did exceptionally well. Allow up to 30 minutes for this activity.
- Page 19-THINK OUT LOUD: Legendary Customer Service is one of the core values for the Guest Services team. We're going to discuss 21 Basics of Delivering Legendary Customer Service.
- Page 19-ACTIVITY: #3-Using the index cards you prepared, have the students practice never saying "no" to a client. If a student has a hard time not saying no allow others to help. Allow 10 minutes for this activity.
- Page 19-ACTIVITY: #7-Have the students turn to the person on their left and pay them a compliment. Allow 1 minute for this Activity.
- Page 19-ACTIVITY: #10-Have the students go online to find an image of someone who "looks great" and share with the person on their right why they think that person looks great. Allow no more than 3 minutes for this activity.
- Page 20-ASK: #14-What are situations that could result in long waits for the guest? How would you communicate that with the guest?
- Page 20-ACTIVITY: #19-Ask for volunteers to come to the front and demonstrate mentioning retail product during the checkout process. Allow 5 minutes for this activity.
- Page 21-THINK OUT LOUD: In the end we need to "CARE" because, Clients Are Really Everything!
- Page 22-ACTIVITY: Break the students into 9 groups if possible. Have each group come to the front and draw a slip of paper with a Guideline to Professionalism on it. Allow each group 3 minutes to come up with a skit to represent their guideline. Then have the groups take turns coming to the front to perform their skit. Allow 30 minutes for this activity.
- Pages 24-ASK: What would happen if any of the 3 Steps of Service were missed or didn't go well?
- Page 25-ASK: What are situations that could lead to an angry guest?
- Page 26-THINK OUT LOUD: Your telephone etiquette could be the first and last chance you have to wow your guests. It's important that you know what may affect this.
- Page 29-ASK: What other situations can you think of that could be challenging?

IV. Recap

- Pages 30-31-ASK: Check the students' comprehension of the information in the recap through question and answer.

V. Close

- ASK: What was your biggest ah-ha moment in today's lesson? What stood out the most to you? Allow 5 minutes to discuss.
- Today you learned the importance of Guest Services and their role with the client's experience. I hope that you will take this information and utilize it in your interactions with your guests.