

# Historic Southern Indiana

*Interpretation Workshop, March 6-8, 2000*

---

## Hospitality Habits

Presented By Leslie Townsend

### 1. Make a good first impression.

- Make the most of the first six seconds.
- Start with the right attitude and ask yourself, "How can I be of help to the customer?"
- Greet customers promptly within one minute of their arrival.
- Smile sincerely, not with a false, pasted smile.
- Act naturally, but professionally. Avoid being a "robot".
- Be courteous and friendly.
- Maintain eye contact, You will come across as confident, honest, and knowledgeable.
- Smile with your voice. The tone of your voice of how you say something makes more of an impression than the words you use.
- Put customers at ease and establish rapport with them.
- Always try to look your best; be well groomed.

### 2. Know your job.

- Know the full name and correct spelling of your employer's business.
- Know the correct address, telephone number, location and directions to finding the business.
- Know what products and services you have available.
- Know all the systems, procedures and policies of the business.
- Be able to use all the equipment properly.
- Know the guest/customer relations policies and practices.

### 3. Know your community.

- Know how to get around the community and how to give correct and easy-to-follow directions to other places.
- Be able to describe the main attractions in your community.
- Keep informed of main events, specials and seasonal activities, when they occur and who to contact.
- Be able to use the visitor information resources.

# Historic Southern Indiana

*Interpretation Workshop, March 6-8, 2000*

---

- Know about other businesses in the community, what they offer and their locations.

## **4. Communicate clearly.**

- Listen to clues as to what the customer wants.
- Recognize the customer's feelings and concerns.
- Ask questions. Find out what the customers are really looking for. Continue asking questions until you are sure of the wants and needs.
- Answer the customer's questions or concerns, providing clear information, explanations, and/or directions. Avoid using slang or technical terms that might be confusing; take action to meet the customer's needs.
- Be reliable. Do what you say you're going to do. Do it when you say you're going to do it. Do it right the first time.
- Ask the customer if all the questions were answered clearly and completely.

## **5. Handle problems effectively.**

- Listen carefully to the customer in order to identify the problem.
- Use common sense to identify possible solutions.
- If you can't solve the problem, connect the customer with someone who can; give the customer his or her name, title, and phone number. When possible, introduce the customer personally.
- Be responsive show concern for the customer's problem and act quickly.
- Work cooperatively with others to solve the customer's problems.
- Go the extra mile. Deliver more than you promised to make sure the customer has been completely satisfied.

## **6. Make a good lasting impression.**

- Ask how everything was.
- Ask if the customer was taken care of and if they received everything they need.
- Make them feel good about their choice to do business with you.
- Thank them for coming and invite them to come back