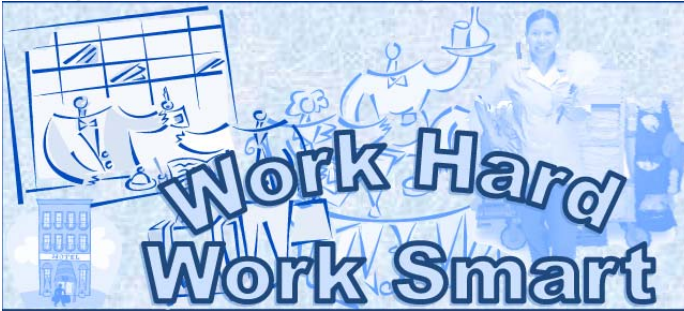


I Know you are Working Hard. But are you Working Smart?



Insatiable. We live at a time when longer working hours have become the norm. The forty hour work week is now unheard of. Owners/managers are working harder than they have ever worked before.

So are their staffs.

At the same time, industry statistics continue to show profitability is under threat, guest satisfaction is in

decline, and staff turnover remains an industry problem. Never has it been more important to train our teams to assure that they are not only working hard but that they are working smart.

Let's focus on three areas that may be of concern: front desk, housekeeping and service levels at our restaurants.



Great Front Desk Training

In less than two minutes your Guest Service Representative will have established a relationship with the guest that changes the issue from price to room types and amenities that match up with guest needs. This will lead to:

- ✿ A consistent, professional, sales message to the customer
- ✿ The elimination of rate driven conversations...
- ✿ Selling property benefits before rate
- ✿ Converting more room enquiries into room nights
- ✿ Selling the guest a room which best matches their needs... at higher rates
- ✿ A room offer which will match up with the customers needs
- ✿ Reservations arriving on the correct date, avoiding negative discussions

The *Diamond Formula for Conversion Success* is an eleven step web-based program for converting more room enquiries into room nights at higher rates. For a free sample module, go to www.wetrainhotels.com.



Great Housekeeping Training

Housekeeping for Success is designed to promote great housekeeping. Developed with skilled housekeeping teams, the focus is on *best industry practices*. Housekeepers that know there way around a guestroom will result in:

- ✿ A safer working environment resulting in reduced worker's compensation claim
- ✿ An understanding that well cared for guests are the reason we are in business
- ✿ A consistent room quality being delivered to the guest
- ✿ An understanding of how *teamwork* is an essential part of great housekeeping
- ✿ Improved guestroom security with the proper handling of keycards
- ✿ An understanding of great customer service

Work Safe. Work Smart. Work for the guest. Twenty-three steps to great housekeeping. Lower costs. Cleaner rooms. This will become the foundation for



building best practices in your housekeeping department. For a free sample module, go to www.wetrainhotels.com.

Every web-based program is completely customizable for your property and comes complete with Leader and Participant guides.

Next page...



This hotel based training program has been developed specifically for the hotel environment. The Diamond Formula for Restaurant Servers & their Support Team is complete with Leader and Participant Guides in PDF format and PowerPoint presentation. \$149.00 plus applicable taxes.



The Diamond Formula for Restaurant Servers & their Support Team

This hotel based training program is about building a competitive edge at your hotel restaurant through a step-by-step approach that assures greater service levels and guest satisfaction resulting in:

- ✿ An empowered front-of-house staff focused on customer service
- ✿ An empowered front-of-house staff focused on revenue generation
- ✿ An understanding of the art of the Soft Sell
- ✿ The Diamond Formula for service success at every point of contact: first contact; seating; food service that sells; cheque presentation; and farewell
- ✿ An understanding that the bottom line is a financial line
- ✿ A special focus on Room Service
- ✿ A greater ability to respond to Guest Complaints

By providing your servers with the knowledge and skills necessary for them to become sales and service professionals, you will greatly increase sales levels and drive revenue per available customer.

For more information about our hotel-based programs go to: <http://www.wetrainhotels.com/library/resources/WeTrainHotels%20Hotel%20Based%20Training%20%26%20Operational%20Solutions%20v3.pdf>

I Know you are Working Hard. But are you Working Smart?

As owner/managers we are happy to say that we support training. But the fact is, we are rarely moved to do any advanced training. It doesn't matter whether we are branded or independent, the issues are all of the same: "Training is expensive and the results don't merit the investment." "I don't have the time to put this together." "I can't afford to have my team away for the day." "As soon as the trainer leaves, the program deteriorates."

However, these are yesterday's excuses. The world of web based training is an energizing experience resulting in: A team that is motivated and focused on best industry practices; A team that is invested in exceeding guest expectations which grows revenues; Reduced staff turnover as staff feel they are part of a positive environment where they were allowed to grow and show their "stuff".

Web-Based Training removes the negatives from the training equation!

Your team will receive a consistent message based on best industry practices. The programs are taken at the employees workstation so the GSR is always available to serve the guest. The programs can be made property specific. And the programs are available 24/7... no waiting for a trainer to arrive. Training to go.



WeTrainHotels.com is an award winning, online training tool designed specifically for the hospitality industry, created to engage the next generation of staff through a fun and interactive web interface using the latest in web technology, video and animation.

For more information please go to www.wetrainhotels.com or contact Laurence Marans at

