



## Why Should the Luxurist Stay in Your Hotel?

Do your guest service representatives know the right answers to that question? Do they understand the needs of the luxury traveler and how to make your hotel irresistible for each caller or guest? Do they ask for and secure the reservation?

If you aren't creating a guest experience that the discerning traveler relishes starting with the very first call or face-to-face interaction, you're losing the often loyal and influential luxury traveler to your competition.

Appealing to the luxurist takes a level of dedicated service that matches your property's upscale amenities. It takes a culture built on exceptional guest service and sales.

Signature Worldwide has worked with thousands of hotels and resorts to help build such cultures. Our Reservations Experience Formula teaches employees how to handle inquiries, improve customer experiences and sell more rooms.

**Luxtra™** is more than a training program – it's a proven process for changing behavior which allows you to consistently exceed the luxury travelers' expectations thus creating loyalty the helps your business grow and thrive. With Luxtra, you'll receive:

- A thorough assessment and a program tailored to your needs.
- Dynamic and engaging on-site training events.
- Skill development support with ongoing coaching and mystery shopping.
- Web-based reports that help you manage the program and drive performance.

**Luxtra** participants gain the skills, confidence and attitude to perform to their best ability, which is expected by your elite clientele. Through ongoing reinforcement, employees will learn to integrate new skills into their daily routine, and you'll see the results!

### Description

In this program, which can be anywhere from one to four days, Signature teaches guest service representatives a Reservations Experience Formula for handling reservation inquiries, improving guest experiences and selling more rooms.

### Who Should Attend?

- Front Desk Agents
- Guest Service Representatives
- PBX Operators

### Learning Objectives

- Through a variety of techniques, including role-playing, employees will learn when, how and why to:
- Establish rapport with potential customers
- Identify caller needs
- Build value before quoting rates
- Ask for a commitment.

