

STRATEGY # 4: CREATE MAGIC THROUGH TRAINING

Part 5

You don't have to be in the entertainment or hospitality business to provide a magical experience for the people your organization serves. You too can train employees in your organization in basic principles like these, and hi ho, hi ho, it's off to work they'll go, providing excellent service to your customers.

- ❖ Be **Happy**...make eye contact and smile!

- ❖ Be like **Sneezy**...greet and welcome each and every guest. Spread the spirit of Hospitality...It's contagious!

- ❖ Don't be **Bashful**...seek out Guest contact!

- ❖ Be like **Doc**...provide immediate Service recovery!

- ❖ Don't be **Grumpy**...always display appropriate body language at all times!

- ❖ Be like **Sleepy**...create DREAMS and preserve the "MAGICAL" Guest experience!

- ❖ Don't be **Dopey**...thank each and every Guest!

"Great changes may not happen right away, but with effort even the difficult may become easy."

Bill Blackman

"We can complain because rose bushes have thorns, or rejoice because thorn bushes have roses."

Abraham Lincoln

"What you do speaks so loudly that I cannot hear what you say."

Ralph Waldo Emerson