

The graphic is set against a background of a modern meeting room with wooden tables and black chairs. It features the hsmi logo at the top, followed by the text 'PHUKET' and 'CONFERENCE & CATERING SALES TRAINING' in large green letters. Below that, it says '19TH OF JULY 2017' and 'CREATED BY HOTELIERS FOR HOTELIERS' in purple and black text.

  
hsmi  
FUEL SALES ■ INSPIRE MARKETING ■ OPTIMIZE REVENUE

PHUKET

**CONFERENCE &  
CATERING SALES  
TRAINING**

19TH OF JULY 2017

CREATED BY HOTELIERS FOR  
HOTELIERS

# HOW TO **WOW** YOUR CUSTOMERS!



Ensure your event is memorable for all the right reasons and to keep your guests **happy, loyal** and most importantly **coming back** to your hotels!



First  
Impressions

# A FIRST IMPRESSION IS BASED ON

7%

SPOKEN WORDS



38%

TONE OF VOICE



55%

BODY LANGUAGE



## SITE INSPECTION STEPS

- 1 Offer a Custom Walkthrough** 

Every event is different, so don't let your site visits be the same walkthrough over and over. Create an agenda custom tailored to the planners needs.
- 2 Get The Event Diagrams** 

Odds are, event planners are toiling away with ideas and diagrams for their event long before the site visit. Ask for whatever diagrams, drawings or even napkin-sketches they have so you can start preparing your space just how they imagined it.
- 3 Set the Room** 

Most planners aren't expecting the property to pre-set the room just for them. If you have the event diagram, or simply given what you know, anticipate the desired layout and surprise them when they arrive.
- 4 Create a 3D Mock Up** 

If you can't physically change the space — how can you show them what it's going to look like? These days, you don't need to be a graphics expert to build 3D diagrams. Tools like [SketchUp](#) and [Social Tables](#) make building 3D walk-throughs as easy as using Facebook.
- 5 Get a Program Agenda** 

At this stage, some planners will have the event agenda locked down. But if your sales team isn't fully in the loop — they might not realize exactly what parts of your venue they should be highlighting. Use the program agenda, to help customize the site visit agenda.
- 6 Recreate the Event** 

Start at the breakfast buffet and stop by the charging stations on the way to the show floor. Try to deliver site visits that most closely resemble the flow of the event itself.
- 7 Know the Competition** 

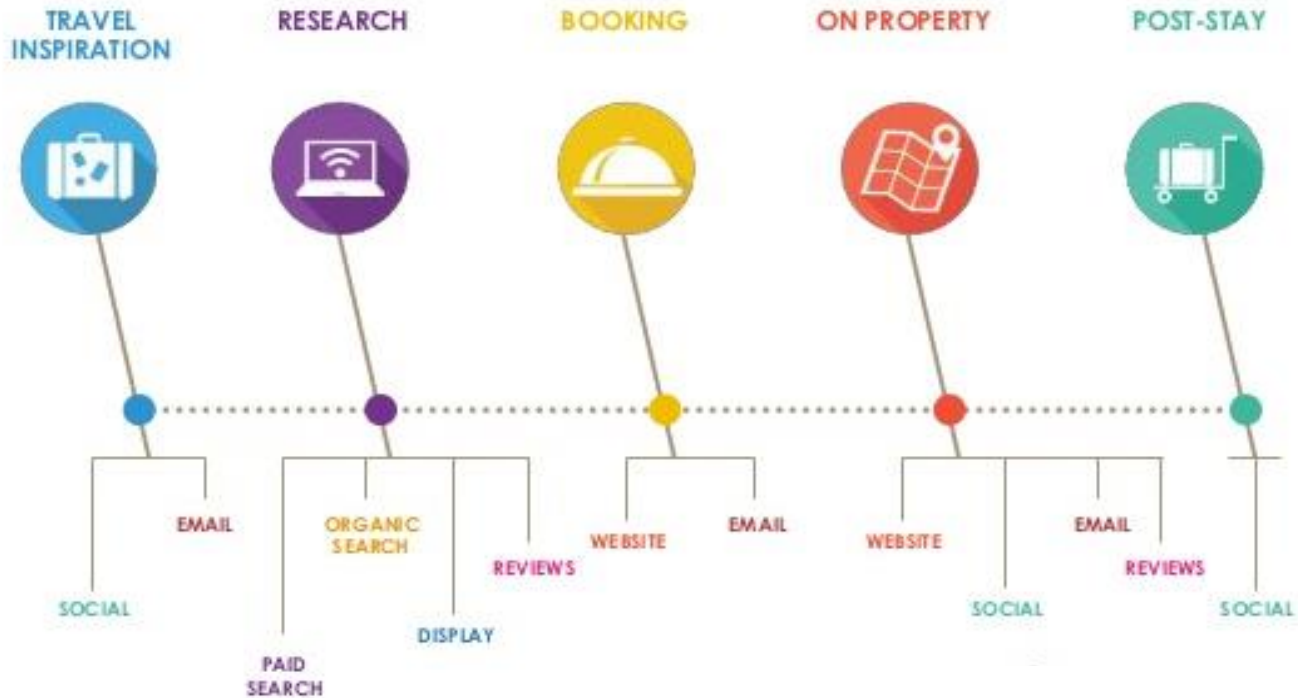
There's no problem with openly asking planners about other venues they're looking at. Getting a sense for the competition only empowers your team to better communicate what sets your venue apart.
- 8 Discuss Past Successes & Failures** 

Be proactive about asking planners what's made them successful before. That way, you can leverage the site visit as an opportunity to show them how your space can achieve the same successes. Conversely, have them share their mistakes with you. Show them that they won't happen again at your venue.
- 9 Accommodate Special Requests** 

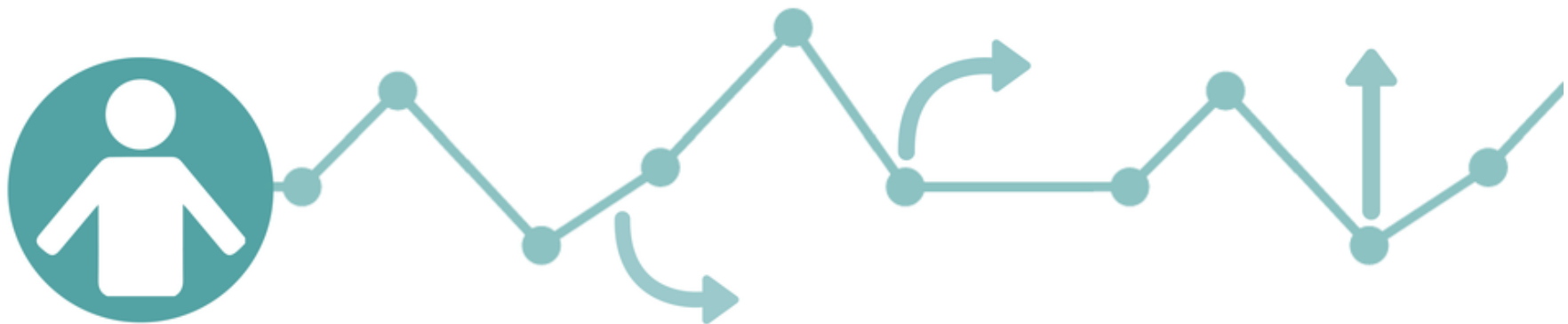
Let's face it, you're not always going to be able to deliver on special requests. But if you know a event's specifications in advance you can be prepared to address them when the planner arrives.
- 10 "Wow" Moments** 

Find a way to help clients create a memorable experience with high-impact "wow" moments. This could be as simple as a bite of food and beverage at the end of a long site visit, or as glamorous as a helicopter ride back to the airport. Leverage the strengths of your team and your space to create one unforgettable experience as part of your site visit.

# THE CUSTOMER JOURNEY



# Customer Journey Mapping



Group Exercise:

*Draw your customer journey and create WOW in each touch point*



# BE ATTENTIVE





Every **good**  
conversation  
starts with  
**good** listening

Don't keep  
customer waiting



# Service with a SMILE



BE CREATIVE



Nathaniel Williams

## ADDING PERSONAL TOUCHES





6 'P's – be Passionate, Personal, Proactive, Productive, Professional and Punctual.

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# SURPASS **EXPECTATIONS**

**EXCEED  
EXPECTATIONS**

**GET IT DONE**

MAKE  
**GREAT LAST**  
IMPRESSION





## HOW TO WOW YOUR CUSTOMERS

1. Great First Impressions
2. The Customer Journey
3. Be Attentive
4. Don't Keep People Waiting
5. Service with a Smile
6. Do Something Differently
7. Personal Touches
8. Surpass Expectations
9. Great Last Impressions
10. Leave a Lasting Impression



Never forget  
that an attendee  
at your event  
today



could become a  
client of the  
future