

## SOUND BITES SESSIONS: JANUARY & MARCH 2019

*£99 (excluding VAT), per person, per session*

These highly interactive modules give people a thorough understanding of luxury service and the skills required for providing luxury service to discerning customers. Our sessions are suitable for anyone who has an ambition to deliver world-class service.

ULTIMATE CUSTOMER SERVICE		
The ultimate welcome	Tuesday, January 15	
Make it personal, make it memorable	Wednesday, January 16	9.00-10.30am
Sense of luxury	Friday, January 18	9.00-10.30am
The art of small talk	Tuesday, January 22	9.00-10.30am
What's in a name?	Wednesday, January 23	9.00-10.30am
Storytelling	Tuesday, January 29	9.00-10.30am

To make a booking, please contact: [Karine.Rodier-Gaggl@dorchestercollection.com](mailto:Karine.Rodier-Gaggl@dorchestercollection.com) or telephone: +44 (0)20 7319 7590.

All programmes include refreshments and complimentary WI-FI. Rates exclude VAT. Limited availability. To privatise a session for your company, please note that we will require a minimum of 6 people. All sessions must be prepaid by bank transfer prior to the date of the course to attend.

***The ultimate welcome:*** This session seeks to support individuals to be able to demonstrate how to consistently deliver an exceptional welcome that is memorable and unique to the customer. Through exploration of its importance and distinguishing between a good and exceptional welcome; learners will develop and model behaviours that exude the luxury brand they are an ambassador for.

***Make it personal, make it memorable:*** The session works to develop a mind-set where learners really value the purpose of engaging with customers in personalised interaction and to champion behaviour that forge memorable moments. By collaborating with others, they will determine what customer information is valuable; how and where they could discover this information and what they should do with these precious insights.

***Sense of Luxury:*** The aim of the session is for learners to gain a “holistic” understanding of luxury, so that they can empathise with customers’ expectations. This session will focus on some key areas, which will build on your desire to deliver a luxury service experience and develop your confidence and capability in what luxury is.

***Self-awareness:*** As a first step towards developing emotional intelligence, this session focuses on exploring your emotions in response to situations and interactions. With practice, becoming aware of your triggers, empowers you to make a choice in how you behave.

***The art of small talk:*** Small talk in a service encounter is a pivotal first step of personalised interaction. The first step to building a long lasting relationship between the customer and the brand. This session will provide you with the confidence to make small talk within luxury settings and to enhance the customer experience.

***What’s in a name?:*** Engaging with a customer by name, is a vital component of the ultimate service experience in a luxury setting. “What’s in a name?” reinforces why it is important and encourages learners to investigate and overcome barriers they may have in using the customer’s name. Learners will have the opportunity to share best practice and demonstrate memory techniques specific to recalling names.

***Storytelling:*** Stories have forever been used to share knowledge and communicate. They are found everywhere in every culture. This course explores how sharing stories engages emotions and the hearts and minds of customers.