

# TURNING DISCONTENTED GUESTS INTO REPEAT CUSTOMERS

In the hospitality and tourism industry, staff members who interact with guests are your establishment's best ambassadors. Each exchange participates in creating an overall impression that departing customers will take away with them. More importantly, when interactions involve a problem a guest is facing, they become opportunities to turn a dissatisfied client into a repeat customer.

During times of stress or when faced with difficult situations or characters, hospitality professionals must be able to maintain a pleasant demeanor, and work in an efficient and courteous manner. If a guest's expectations

have not been met, it is imperative that staff members react with a problem-solving attitude that makes the client feel understood and appreciated.

Dissatisfied guests are typically frustrated and angry, and can become aggressive; their display of emotion can be challenging for the person on the receiving end. For most people, it is difficult enough to stay calm and respond in an even tone. Managing to overcome strong feelings and transform them into feelings of satisfaction and acknowledgment requires mastery of effective communication.

TBCT has developed a training formula, the Praxis Cycle, which is specifically designed to help hospitality personnel successfully meet the challenges they face every day. This unique method of teaching communication effectiveness focuses on:

1. Challenging abilities,
2. Providing results-oriented techniques, and
3. Offering interactive practice, thus leading to greater confidence and ability to change.



## With TBCT, your team will gain the tools to develop:

- Greater awareness of verbal and non-verbal aspects of communication.
- Enhanced capacity to perform in a culturally diverse environment.
- Increased ability to adapt to change.
- Sharpened active listening skills.

## Allowing them to:

- Efficiently manage customer dissatisfaction.
- Maximize guest satisfaction.
- Minimize conflict and misunderstandings.
- Effectively enforce rules and regulations while preserving the client's dignity.

Staff members who are able to turn a dissatisfied guest into a contented customer not only feel a personal sense of accomplishment, which drives future performance, but they also experience less stress and more enjoyment from their work.

With the right approach to difficult interactions, your team will turn dissatisfied guests into repeat customers.

## TBCT CONTACT

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