



TAKING YOUR BUSINESS TO THE TOP!

## DESCRIPTION FOR TOP GUN FRONT DESK

*How to Dramatically Increase Sales, Profit & Customer Service at the Front Desk*

**Your Front Desk is the heartbeat of your salon or spa's entire operation.** An effectively run Front Desk can be the most vital area in a salon or spa for ensuring productivity, growth, and profits because it is the first, last, and sometimes ONLY contact point for ALL your customers. To the customer, the Front Desk is the voice, face, and attitude of your business.

**What You Will Learn:** *(see breakdown of each Module on Pages 2 & 3)*

- How to turn irate customers into Raving Fans!
- How to increase retail sales from the Front Desk!
- How to create a *Wow Experience* with each guest every time!
- How to transform your Front Desk into Pre-Booking Masters!
- How to get your clients spending more \$\$ with you—and loving it!
- How to turn phone calls from booked appointments to Add-On Sales!

**Who Is this Training for?**

This training is recommended for ALL Front Desk personnel, concierge, as well as every manager and supervisor overseeing the Front Desk in any way. This program challenges the traditional role of Front Desk receptionist—and explores how to take effective command of the entire Front Desk experience through a systematic and proactive approach to exceptional customer service and salon & spa profits.

**How Does the Program Work?**

Over nine (9) weeks, participants will join other Front Desk professionals in this exciting online course. Regardless of location, this is a convenient and easy way to learn vital skills, systems, and techniques interactively. Best of all there are NO airfare, hotel, or other travel-related expenses—we deliver this one-of-kind education right to you from the convenience of your salon or office!

**How to Participate:**

Each week you will simply connect to the Internet from any computer and login using the name and password you will receive via e-mail, after you register for this class. Dial into the conference call number provided for you at registration, and you are ready to learn.

**What You Will Need to Attend this Online Webinar Training:**

1. **PC Computer** (with speakers & sound) with a **Hi-Speed Internet Connection** to view the presentation, and a **Phone** to dial into the audio portion.
2. A **headset** for hands-free operation OR **Speakerphone**—if two or more participants attend.
3. **Notepad** and **Pencil**.



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4. **After you register**, you will receive an e-mail with instructions and a test link. You will be able to confirm the compatibility of your computer—and make sure any updates are in place—so you will be set *prior* to the class start date, ready to participate successfully.

### The Advantage of Online Webinar Training:

- **Easy to use:** All you need is hi-speed Internet access and a phone line!
- **No special software or computer knowledge needed.**
- **Virtual & Interactive:** Participants will be able to view live PowerPoint and video presentations, ask questions, participate in live online chats and class polls—all in real time with a live facilitator.
- **Affordable:** Only \$1,697 per Registration—for your Entire Salon or Spa!  
Note: Registration fee is for ONE BUSINESS.
- **Convenient:** With your online connection, the world is your neighborhood; and the learning is quick, easy, and fun... with no travel!
- **Save time:** Each webinar is 90-minutes.
- **Cutting-edge:** Online-meeting technology, which is as easy as logging onto a website!
- **Limited attendance:** Each class is limited to only 15 to 20 businesses!

*“This is really the best training available on Front Desk. Every owner and manager needs this if you want to skyrocket your sales and performance at the Front Desk.” –Jennifer Scibana*

## OUTLINE FOR TOP GUN FRONT DESK

### Modules 1 & 2: Making the Reservation & Mastering the Phone:

- Explore the Typical Client-Flow Chart & the Vital Role of the Front Desk
- How to Win Your Guest on the Phone in 5 Seconds
- Master Phone Etiquette
- When and How to Place a Guest on Hold
- Create Active Listening Skills
- Learn How to Turn Phone Calls into Booked Appointments

### Module 3: Welcoming Guests & Building Rapport:

- Upgrade the Standard Confirmation Call
- Learn the Three Keys to Welcoming Guests into Your Business
- Create a Guest Ritual for Check-in and Check-out
- How to Instantly Build Rapport with ALL Guests
- Learn which Words & Phrases to Avoid or Use when Handling Guests



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### Modules 4 & 5: Overcoming Turbulence & Stabilizing Guest Experience:

- Explore the Impact of the Guest Hand-off
- Learn a System for Remembering Names without Looking in the Books
- Identify the Three Places that Produce Service Turbulence
- How to Effectively Communicate when Turbulence Arises
- Learn New Skill-sets for Handling Irate Guests
- Go Beyond “Putting Out Fires” & Discover How to Redirect Any Potential Breakdown into a Breakthrough & Gain Raving Fans
- Discover the Platinum Key to Great Customer Service

### Modules 6 & 7: Increased Retail Sales & Pre-Booking:

- Focus on how Vital the Front Desk Is for Retailing & Pre-Booking
- Learn Easy Methods to Increase Retail Sales without Being Pushy
- Discover the Benefits of Retailing for the Client & Front Desk Team
- Learn a Proven & Effective System for Re-Booking Guests at the Front Desk
- Complete Your Top Gun Flight Plan—Prevention, Retention, Recovery & Maintenance

### TESTIMONIAL:

*I wanted let you know what a difference Top Gun Front Desk training has made at our little spa! I started out with a less than an enthusiastic and cooperative team. However, by the end of the program they were **inspired** and **excited** about the opportunities they could create at the Front Desk for themselves and the entire team. Thanks to this incredible training, our Front Desk and Spa is functioning 110% more smoothly!!!! THANK YOU! ~ Amy McLoughlin, Owner*

**INVESTMENT:** The fee for Top Gun Front Desk is only \$1,697 per salon. This fee is for your entire Front Desk staff.

It is recommended that the Owner and/or Manager attend all training sessions with the Front Desk Team. This will allow the upper leadership team to go through the same experience together so you know exactly what they are learning, and most importantly, so you can hold them accountable to completing the homework given with each training session.

Thank you for the opportunity to serve and support you on your success journey. The Redhead believes in you and I am cheering you on all the way to the Top!

*Lauren Gartland*

Founder & President, Inspiring Champions