



INSPIRING™
C H A M P I O N S

TAKING YOUR BUSINESS TO THE TOP!

TOP GUN front desk

*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, your Front Desk is the voice, face, and attitude of your business.

TIME & DATES:

**Select your time zone below*

09:00 AM - 10:30 AM PST
10:00 AM - 11:30 AM MST
11:00 AM - 12:30 PM CST
12:00 PM - 01:30 PM EST

**Please note that the Pre-Flight
& Post Flight sessions are for
Owners & Managers ONLY.*

Pre Flight: Apr. 26*
Module 1: May 03
Module 2: May 10
Module 3: May 17
Module 4: May 24
Module 5: May 31
Module 6: Jun. 07
Module 7: Jun. 14
Post Flight: Jun. 21*

You Will Learn “How-To”

- Turn irate customers into Raving Fans!
- Explode retail sales from the Front Desk!
- Transform your Front Desk Team into Pre-Booking Masters!
- Create a WOW Experience with each guest — every time!
- Get your clients spending more \$\$ with you — and loving it!
- Turn phone calls from booked appointments into ADD-ON Sales!

Who Should Participate?

This webinar 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 the Front Desk receptionist — by mastering how to take effective command of the entire Front Desk experience using a systematic approach to exceptional customer service and increased sales and profits.

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to the Top!**



SYLLABUS FOR MODULES 1 – 7

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

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 Handlingirate 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



Thank you for the opportunity to serve and support you on your success journey.

**The Firecracker is cheering you on –
all the way to the top!**

**Lauren Gartland-Roberts
Founder & President**

