

# How to Develop Customer Relationships in Hospitality

Hospitality is so much more than the products it provides, whether that is a bed, a conference a meal or a drink, it is about making people feel special. Those businesses that do this well have happier customers, less complaints and most importantly repeat business.

This 1-day course explores the opportunities and skills to enable you to make your customers feel special. It is about understanding how we communicate and understanding sometimes why it goes wrong. It provides models to follow when someone complains, techniques to use to encourage sales and explores how different cultures have different social norms.

## Course content:

- Objectives
- Understanding communication
  - What is communication
  - The communication model
- Demonstrate ways to build customer rapport
  - Body language
  - Question technique (be interested, not interesting)
  - Reading customer needs
- Identify the 'moments of truth' you have with the customer to create a positive impression
- Telephone skills
- How to handle a complaint effectively
- Encouraging sales
  - Know your product
  - Identifying customer needs
  - How to conduct a showround
- Understanding different cultures
  - How do different cultures like to be addressed
  - What are their social norms
- Takeaways from the day

## For further information

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