



### Forbidden Phrases

That happens all the time...  
The policy is . . .  
To be honest with you . . .  
I think . . . I believe . . .  
I'm not sure, sorry...  
We don't do that here...

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### BRILLIANT Communication

People respond positively to words that are active rather than passive. There is a world of difference between "I can" and "I will."

Words of genuine compassion and empathy suggest that you are not just carrying the company line or reading from a memo.

Delivering those words in a cheerful, upbeat, and most importantly, *natural* manner (appropriate to the circumstances, of course) suggests one human being's desire to help another.

*Natural, Heartwarming, Genuine Service  
Is Brilliant Communication*

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### BRILLIANT Communication

**Delighted**  
**Absolutely**  
**Pleasure**  
**Happy**  
**Sorry**  
**Yes**

"Let me see what I can do..." (no energy)  
"I'd be delighted to help..." (someone cares!)

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It's never about you,  
**It's always**  
about them.

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**Be the Difference.  
Make ME Feel Important**

- "We've been expecting you."
- Know them by name.
- Kudos to your repeat guests
- Give Thanks
- First Time Guest
- Special occasions
- Personalized recognition
  - Parking sign, marquee
- Swag (T-shirts, gift certificates)

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**70%**  
of guest brand perception  
is determined by experiences  
with **PEOPLE**

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