



The icing on the cake  
(Providing exceptional service)

Training Goal:

This interactive module is designed for organizations that have good, consistent service standards established, and/or employees that have attended the previous Guests First modules. The intention is to provide clarity on what it means to take service to the next level. The focus is from the guest perspective, and includes tools that can lead to exceptional service. Participants will understand that they are in control of their actions, and CAN take it to the next level.

The icing on the cake – “What flavor is the icing on the cake?”

- a) From the beginning
  - Icebreaker ~ Viewing the guest experience through their eyes
  - Introductions; Agenda
  - The cake (foundation - basics review)
- b) “Interaction” vs. “Memory”
  - Discuss the “task” versus a lasting memory
- c) Understanding and exceeding expectations
  - Define expectations
  - Expectations vary
  - Acknowledge the difference of employee and guest mindsets
  - What does exceptional service look like?
- d) How can you stand out?
  - Service robots
  - Leave your signature
- e) Innovative Anticipation
  - Exercise to determine ways to anticipate
  - Tips for improvement
- f) Be aware of your community
  - Don’t know? Find out! Taking responsibility
  - Community importance
- g) The “Director” of the play
  - Who is in control anyway?
  - Guiding a guest through their “vision”
  - Connecting to make it a memory

Learning Objectives:

- 1) What is one of the main reasons that our mindset and the guests’ mindset are so different?
- 2) Provide an example of meeting expectations and exceeding expectations for a guest.
- 3) Name two guest requests that you can anticipate before the guest asks you.
- 4) Name two ways you can become more proficient at anticipating guest needs.
- 5) List two questions you are asked most often about offerings in Lee County as a whole (outside of your property) that as of today, you do not know the answer to. Now explain how you can find the answer.
- 6) Name three items that exceptional service must include.
- 7) How can you best determine what a guests’ vision is? Why is this important?
- 8) Name at least two things you learned that you will apply to your job immediately.