



## KEYS TO EXCELLENCE PRESENTED BY: LES CLEFS D'OR, USA & MARJORIE SILVERMAN

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**CONTENT:** The following is a description of the training, which focuses on skills and techniques of concierge service. It was formulated specifically by Marjorie Silverman as a training program for professional hotel concierges to advance their level of competence and job security.

It is designed to be participatory with sharing ideas and stories. Four hours would be required for first four topics. If the interview section is included, an additional 1 1/2 hours would be necessary.

- 1) GENERATE NEW IDEAS OR RECYCLE SOME OLD ONES
  - DON'T REST ON YOUR LAURELS
  - DAZZLE THE GUEST AS WELL AS YOUR MANAGER
- 2) RELATE TO MANAGEMENT (GAIN THEIR ENTHUSIASTIC SUPPORT)
  - DON'T DEMAND
  - DEMONSTRATE YOUR WORTH AND THE PROFITABILITY OF THE CONCIERGE SERVICE
- 3) WRITE REPORTS (HOW TO PUSH THE RIGHT BUTTONS)
  - DON'T WHINE
  - ACT
- 4) MANAGING YOUR STAFF (HOW TO ELICIT THEIR BEST PERFORMANCE)
  - SHARE THE LAURELS
  - TRAIN AND DEVELOP
- 5) GIVE A GREAT INTERVIEW (HOW TO SHOW YOUR PROFESSION, HOTEL AND LES CLEFS D'OR IN THE BEST LIGHT)
  - DON'T TAKE A COLD INTERVIEW CALL
  - GET THE HOTEL'S PERMISSION TO DO AN INTERVIEW

The training was originally developed for Les Clefs d'Or and was the educational program for the 1997 Pan American Meeting. It has been expanded over the years and has been taught by Marjorie in Singapore in 1997 for a Pan Asian conference, and more recently in Miami, Ft. Lauderdale, and New York. Another class has been scheduled in New York for October. Please contact Presidents Miguel Pena and Gunter Kleemann for further information on member reactions to the training program.

#### **REQUIREMENTS:**

Meeting room – rounds for 8-10 preferred, Classroom second choice  
PowerPoint Presentation--LCD  
Projector and Screen  
Remote to advance slides

Wireless Lavalier microphone  
2 wireless microphones for audience  
Pencils and paper for attendees  
Refreshments and/or lunch

#### **COSTS WITH AN APPROVED LCD TRAINER--MARJORIE SILVERMAN**

- Licensing fees, trainer and workbooks for 30 attendees provided by LCD USA
- Airfare, 2 night hotel room, airport transfers meals provided by local association.

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