

CVB Travel Partners Customer Service Training

Travel Partners is a series of learning events offered by the Charleston Area CVB to our hospitality professionals. We are proud to celebrate over 16 years of excellence in this program, having reached several thousands of attendees who are committed to creating *Exceptional Experiences* for our visitors and guests. These learning events are offered each quarter. The CVB has been fortunate to work with David McNair, a nationally recognized author, speaker and impassioned service trainer in this initiative. Classes are two hours in length and run from 10am – noon. **All sessions are free of charge to CVB Investors.**

The CVB always offers the following classes for all hospitality professionals:

Creating Exceptional Experiences: This is a classic event that we've offered all 16 years.

Content includes:

- Incorporating the 2 most powerful things that create the *Exceptional Experiences*
- Tending to the 4 components of being physically present
- Learning how to raise visitor/guest impressions of You and your organization
- Working your Zone of Influence
- Maximizing the first 7 seconds and 60 seconds of an interaction
- Being a contributing member of a TEAM

Dealing with the Challenging Ones: This event is a favorite among participants who often feel trapped in an uncomfortable or challenging situation.

Content includes:

- What to do when a customer crosses the line
- Learning to respond with *H.E.A.R.T.*
- *What are the four most powerful words in the English language?*
- Adopting the most effective listening tool ever
- Transitioning from *Trigger Words* to *Calming language*

Empathy Rules!: Taking service from very good to *exceptional* is often determined by the *empathetic connection* that is made. Hands on exercises will demonstrate the “*what, whys and how’s*” of delivering highly empathetic experiences. It is important to take “*Dealing With The Challenging Ones*” class first, before taking “*Empathy Rules*” as it builds on the foundation set in that class.

Content includes:

- Learning to *read* your guests
- Creating powerful empathetic responses that connect
- Exercises: *Walk a mile in their shoes & Do you see what I see?*

Down and Dirty Communications: Highlighting the importance of effective communications – whether it’s with our guests/visitors or with our internal colleagues.

Content includes:

- Learn about the 5 current generations in the workplace and how each communicates a bit differently
- Take a profile on your own communication style(s) and learn the tips and skills to more effectively engage others
- Learn how to DRIVE your message to a desired destination

The CVB offers Leadership Workshops for all supervisory through senior level managers:

Leading the Way...Success by Six: In most organizations, about 10% of the people are directing, modeling, and inspiring the other 90%. The quality and competency with which that is done has an exponential impact on the organization’s overall performance.

Content includes:

- Surrounding yourself with talent
- Communicating the goals and roles
- Equipping others
- Measuring success
- Recognizing those around you
- Celebrating victories

Leader Coaching for Performance and Retention: Effective ‘coaching’ is a leader skill that is rarely taught. Learn how to create 30/60/90 day plans for identifying and coaching improved performance.

Content includes:

- Identifying the three tiers of performance-to-expectations
- Learning to motivate high performers
- How to address sub-standard performance
- Developing personalized coaching plans
- Practicing actual coaching situations
- Utilizing the 30-second rule

When 24 Hours Ain’t Enough...Recognizing and Reducing Stress: Stress is at epidemic levels in today’s US workplaces, and the desire for work-life balance has risen to the number one sought-after quality for employees. This learning event creates a high level of participation, while leaving the attendees with specific tools and pathways to recognize and reduce stress.

Content includes:

- A self-assessment diagnostic tool to identify one’s own stress level
- Understanding being burned-out vs. bored out, and good stress vs. bad stress
- Learning your “stress zone” and how to manage it
- Learning how to support others around you