



Making it Personal

How do we “Make it Personal”? We have heard of this “trend” for several years now, but have you actually taken the time to evaluate how you could make everything you do and everyone you touch feel the ultimate in personalized service? One of the most important and critical factors in “making it personal” is to think about every moment of contact with your clients and the opportunities they hold for personalizing the moment and creating a lasting memory. Make each moment of contact memorable!

As hospitality industry professionals, we have many amazing opportunities for providing personalized “magic moments” to our event hosts. Through the course of planning an event, we come to know our hosts and create a mental (or written) “preferences” file on each one. What are some of their favorite things? What is their vision for their event and how can we make their vision a reality? How can we personalize every piece of written material we send to them? At your second meeting with them, maybe you have their FAVORITE beverage waiting for them, or acknowledge their first meeting with you by sending a thank you note with their FAVORITE cookies. It’s not just that you are thanking them with a token of appreciation, it’s that you are doing it in a way that is personalized to them. When a host receives an unexpected surprise of any sort, they know that you have gone an extra step to make their day special. You care. They will know that if you took the time to care about the little things, you will also care enough to take good care of their event. Same thing applies to your employees. When acknowledging a “job well done”, are you recognizing them in a way that is the most important to them? Do you know how your employees like to be recognized? Everyone is very different and what is important to one, may miss the mark with another. Take the time to find out what motivates your staff so that you can thank/recognize each one appropriately.

Now take a look at how you can use this concept to drive additional revenue by reviewing your current marketing plan and the programs you have to target each market segment. Now revisit them and see how you can *personalize* each one. For each program you have written to address each market segment, make sure it is as personal as it can get. You will find that the same marketing program which brought marginal success can somehow become *very successful* with a little personalization.

For more information on the Beverly Clark Hospitality Training Programs,
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