

HOSPITALITY MANAGEMENT & CUSTOMER SERVICE

ESP®

The Marriott Hotel Denver Tech Center

Problem

The hotel management of the *Denver Marriott Tech Center* wanted to develop a higher level of standards in the professional presentation of its staff members. The management recognized the opportunity for greater success through positive first impressions, courtesy and key social skills that would (1) significantly enhance customer relations, and (2) improve internal morale and relations among staff members.



Solution

ESP® performed an internal assessment with designated staff members to determine what areas needed attention prior to developing the training. Based on the assessment, a program was customized to resolve problems and focus on improving the staff's individual and overall image.

ESP® conducted two sessions over a one year period, covering: *first impressions, dress etiquette for business functions, the communication advantage: verbal and written, dining etiquette and business courtesy, professional conduct, team building and professional faux pas.*

Executive Social Presentation
The Business of Courtesy

Results

Staff members that participated in the program developed a greater sense of self-confidence and awareness in working with peers and making positive impressions on the guests and clients of the hotel. Communication problems that were uncovered in the assessment were resolved. The hotel management continues to use ESP® to raise the level of professionalism - externally and internally.

Quotes

"The training has been world class and the competitive edge you have helped us develop with our sales team is invaluable. The pre-audit process pinpointed key issues and helped bridge the gap in areas of miscommunication we were having. You have raised the level of professionalism in our department across the board."

Will Loughran *Director of Market Strategy
Denver Marriott Tech Center*

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