



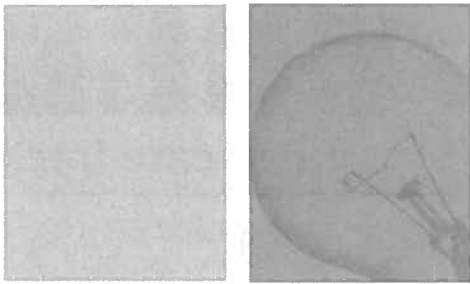
guest care track

inyu training™
training for salons and spas



excuse the excuses

[participant guide]



“Hold yourself responsible for a higher standard than anybody expects of you, **never excuse yourself.**”

— Henry Ward Beecher

intended outcome What do you say to a guest when the computer is down? Or, when you are running behind schedule? This module is designed to lead a workshop with your team on **how to offer solutions to guests, rather than excuses.**

We will explore:

1. How to offer caring solutions to guests, rather than excuses.
2. Responding to guests with solutions that enhance customer loyalty.

excuse the excuses

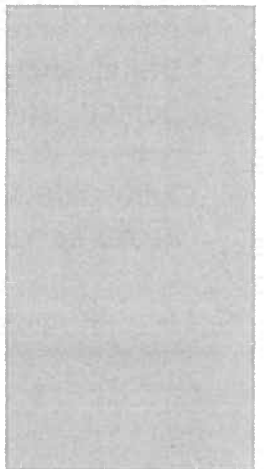
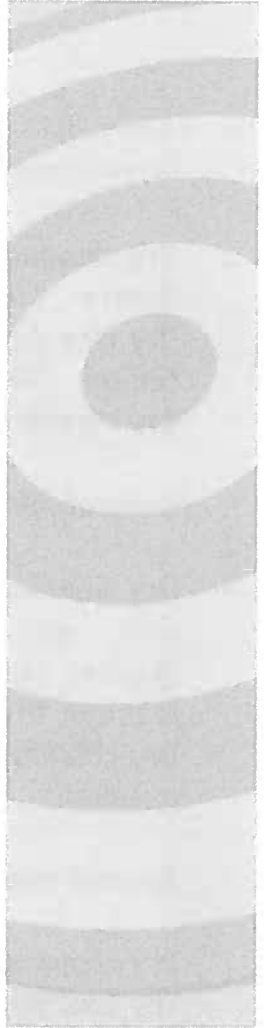


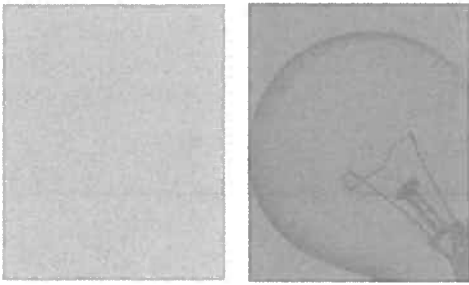
Have you ever been in a situation where a business would not take responsibility for service that “went wrong”? What happened? Did the business offer up reasons that were “beyond their control”? How did their excuses make you feel? Share your story with your partner or the whole group.

Excuses our Guests Hear

What are some of the most common situations you experience in which you feel the best you can do is offer an excuse to the guest? Take a moment to identify and describe one common situation below:

I feel like all I can do is offer an excuse to a guest when:





Sherry is rushing to get ready for the awards dinner she is attending this evening. The traffic is pretty heavy, but she thinks that she will have enough time to pick up her dress from the dry cleaners, head home and get ready to leave by 6:30. She walks into the cleaners:

Dry cleaning clerk: “Hello, May I help you?”

Sherry: “Yes, I need to pick up my dry cleaning.”

Dry cleaning clerk: “Do you have a ticket?”

Sherry: “No, but they usually look it up with my name, Sherry Roberts.”

Dry cleaning clerk: “Ok, let me go see.”

Several minutes later:

Dry cleaning clerk: “We don’t have anything under that name. Is there any other name it would be under?”

Sherry: “No. It’s a black dress with a gold buttons on it. When I dropped it off Monday, they said it would be ready by yesterday”.

Dry cleaning clerk: “Ok, hold on, I’ll look again. But, let me check this guest out first.”

Several minutes later:

Dry cleaning clerk: “I have good news and bad news. Good news is I found it. The bad news is it won’t be ready for another hour. ”

Sherry: “You have to be kidding. I have somewhere to be in an hour, and I planned on wearing this dress. They told me it would be ready yesterday.”

Dry cleaning clerk: “I’m sorry. Our machine broke yesterday and we are running behind schedule.”

Reflection: What went wrong in this example? How could the dry cleaner offer better service, in this example?

excuse the excuses

Definition of excuse:

v. to make apology for; to try to remove blame from; to allow to leave.

Excuses for less-than-excellent guest care are actually, not just allowing, but encouraging guests to leave. As a guest you may have heard many excuses that attempt to show that poor service is beyond the control of the service provider. There are many phrases that are designed to deflect blame for poor service:

- "That's our policy".
- "My computer's down. There's really nothing I can do. Sorry."
- "We are not allowed to adjust pricing without a manager's approval. Sorry."

You can recognize that a guest care excuse is being formulated when you hear (or say) phrases like:

- "We've never done it that way..."
- "Our policy states that..."
- "You didn't..."
- "We never..."
- "We're not allowed to..."
- "No exceptions..."
- "If we did it for you, we would have to do it for everyone..."
- "I'm sorry, only a manager can do that...."

In a challenging guest care situation, rather than focusing on what you can't do, think about what you can do.

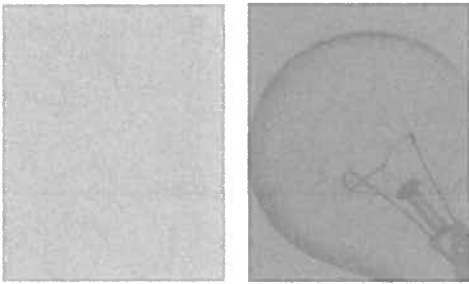
What is the guest's unmet need?

What are some creative ways that you might meet that need?

What are you able to do right now?

Is there something you can do by following up at a future time?





Nothing is impossible; there are ways that lead to everything, and if we had sufficient will we should always have sufficient means.

— Francois De La Rochefoucauld

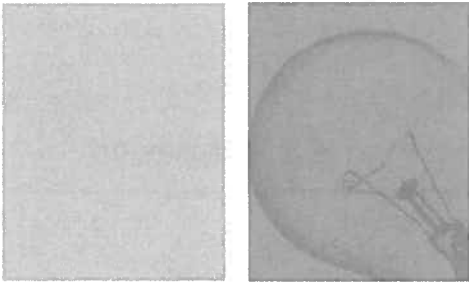
creating caring solutions

When you are faced with a guest with unmet needs, realize the guest is looking for someone to care and to offer the best solution possible. You can demonstrate this by responding with a Care Solution statement:

| care | bridge | solution |
|--|--|---|
| I can certainly understand that you are upset... | While I am unable to... | Here's what I can do... |
| I wish there was more that I could do right now to help... | I don't have the answer right now...however, | What we can do is... |
| I am sure this is very frustrating for you... | | Another option we have is to... I'll be happy to find out and... |

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As far as customers are concerned you are the company. This is not a burden, but the core of your job. You hold in your hands the power to keep customers coming back – perhaps even to make or break the company.

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What is one thing you will implement today that will increase your ability to care for your guests?

focus #1

focus #4

commitments/
next steps:

focus #3

focus #2



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