BONUS CONSULTING

ADOPTING THE "PALACE ATTITUDE" ©

Training developed and presented by Jean-Paul GUEDJ.

The training lasts half a day to two days: it intends to motivate the personnel to adopt a behavior that meets the requirements of Palace or 5 star-hotel customers.

During this training, we will address the eleven topics below:

1. Emotional empathy: Going beyond the facade understanding, listening and sharing the customer emotion.

2. Benevolent directivity: Guiding and assisting the customer through the different activities he wants to perform, giving support if necessary.

3. The right professional attitude: Gesture, vocabulary, distance.

4. The right attitude in the customer relationship: Being neither arrogant nor servile, but having a sense and reflex of service.

5. Being curious and developing a proactive behavior: Look around, avoid leaving a customer unattended.

6. The conversation or how to talk: The words used to describe wine or dishes, general culture.

7. Good manners and courtesy: Knowing the required polite expressions in French and English, being aware of the customs of each country... Master the luxury codes.

8. Never say no and suggest adapted solutions: Say yes, or suggest the best alternative solution.

9. Controlling your emotions and/or using them wisely.

10. Develop a good mood; address your work and the costumer relationship with contagious joy...

11. Define in group the golden rules of the "Palace Attitude".

Method: We will alternate methodological inputs provided by the trainer with practical exercises, including role-play. Theater techniques are used.

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JEAN-PAUL GUEDJ

COACH, ACTOR, AND ESSAYIST.
CEO OF BONUS CONSULTING.

He completed graduate studies in literature, psychology and philosophy. He also attended performance training and is an experienced actor.

For more than thirty years, he has been a consultant, a trainer and a coach for French large corporations and their executives, in strategy, team building, management, negotiation, time management, communication and the *art of service*.

These recent years, he has specialized in the hospitality industry, for which he organizes a number of seminars for the personnel of groupe Taittinger (Hôtel de Crillon included), Groupe Louvre Hotels, Groupe Barrière (especially Le Fouquet's in Paris) and Oetker Collection (Le Bristol in Paris and Eden Roc in Antibes).

President of BONUS CONSULTING since 2014, he implemented in 2016 and 2017 an important training scheme to get the "PALACE ATTITUDE" for the entire personnel of Groupe OETKER ((1000 trained persons, South of France).

The media often echoes his studies, seminars, conferences and publications (Les échos, Usine Nouvelle, Management, LCI, France Inter, Radio Classique, France Culture, RTL).

Among other publications, he also wrote on service and luxury hotels:

- *Service incompris* (Misunderstood service) (Essay on the state of service provision in France) - Ed. d'Organisation 2006.
- *Les coulisses de l'hôtellerie de luxe (A closer look to the luxury hotels) (with Philippe PERD) – Studyrama – 2015*

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