



**INSPIRING™**  
C H A M P I O N S

TAKING YOUR BUSINESS TO THE TOP!

# TOP GUN front desk

*Dramatically Increase Service & Retail Sales,  
Bookings and Guest Experience at the Front Desk*

The Front Desk team is the heartbeat of your Salon/Spa's entire operation. It is the first and last impression for all your guests. Your Front Desk team is the voice, face, and attitude of your business, and reflects your salon/spa brand. When run effectively with systems and processes it is guaranteed to make you money vs. costing money!

## How does this program work?

Top Gun Front Desk consists of (9) 90-minute live, interactive webinars from your own salon. This is an easy, convenient & affordable way to learn the vital skills, systems and techniques to create a winning Front Desk team!

## What is included in the tuition?

- Course workbook
- Live recordings of each module
- Online VIP access to the Top Gun Front Desk systems
- Hands-on guidance from a Certified Trainer
- Networking opportunities with other salons in the program

### For Additional Information:

Call 1-800-496-9305 or email us at:  
info@inspiringchampions.com

## You Will Learn "How-To"

- Explode retail & service sales at the Front Desk
- Create a WOW experience with each guest – every time!
- Transform your Front Desk team into Pre-Booking masters!
- Turn phone calls into booked appointments and add-on sales
- Get your guests spending more money with you and loving it!
- Convert unhappy guests into Raving Fans

## Who Should Participate?

This 9-session webinar is recommended for ALL Front Desk personnel: Receptionists, Concierges, Owners & Managers. You can even have your entire team participate! This program challenges the traditional role of the Front Desk Receptionist – by mastering how to take command of the guest experience. Using this proven system will create extraordinary service, higher guest retention and increased sales.

**Taking Your Business  
to the Top!**



## **SYLLABUS FOR MODULES 1 – 7**

### **Modules 1 & 2: Making the Reservation & Mastering the Phone:**

- Master phone etiquette
- When and how to place a guest on hold
- How to WOW your guest on the phone in 10 seconds
- Learn how to turn phone calls into booked appointments
- Explore the typical client-flow chart & the vital role of the Front Desk

### **Module 3: Welcoming Guests & Building Rapport:**

- Upgrade the standard confirmation call
- How to instantly build rapport with ALL guests
- Create a guest ritual for check-in and check-out
- Learn the three keys to welcoming guests into your business
- Learn which words & phrases to avoid or use when handling guests

### **Modules 4 & 5: Overcoming Turbulence & Stabilizing Guest Experience:**

- Explore the impact of the guest hand-off
- Learn new skill-sets for handling unhappy guests
- Discover the platinum key to great customer service
- Identify the three places that produce service turbulence
- How to effectively communicate when turbulence arise
- Learn a system for remembering names without looking in the books
- Go beyond “putting out fires” & discover how to redirect any potential breakdown into a breakthrough & gain raving fans

### **Modules 6 & 7: Increased Retail Sales & Pre-Booking:**

- Explore how vital the Front Desk is for retailing & pre-booking
- Learn easy methods to increase retail sales without being pushy
- Discover the benefits of retailing for the client & your Front Desk team
- Learn a 40-second repeatable system to pre-book guests at the Front Desk
- Complete your Top Gun flight plan — prevention, retention, recovery & maintenance



*Thank you for the opportunity to serve and support you on your success journey.*

**The Firecracker is cheering you on –  
all the way to the top!**

**Lauren Gartland-Roberts  
Founder & President**

