



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.

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SYLLABUS FOR MODULES 1 – 7

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

- Explore the Typical Client-Flow Chart & the Vital Role of the Front Desk
- How to Win Your Guest on the Phone in 5 Seconds
- Master Phone Etiquette
- When and How to Place a Guest on Hold
- Create Active Listening Skills
- Learn How to Turn Phone Calls into Booked Appointments

Modules 3 & 4: Increased Retail Sales & Pre-Booking:

- Focus on 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 & Front Desk Team
- Learn a Proven & Effective System for Pre-Booking Guests at the Front Desk
- Complete Your Top Gun Flight Plan — Prevention, Retention, Recovery & Maintenance

Module 5: Welcoming Guests & Building Rapport:

- Upgrade the Standard Confirmation Call
- Learn the Three Keys to Welcoming Guests into Your Business
- Create a Guest Ritual for Check-in and Check-out
- How to Instantly Build Rapport with ALL Guests
- Learn which Words & Phrases to Avoid or Use when Handling Guests

Modules 6 & 7: Overcoming Turbulence & Stabilizing Guest Experience:

- Explore the Impact of the Guest Hand-off
- Learn a System for Remembering Names without Looking in the Books
- Identify the Three Places that Produce Service Turbulence
- How to Effectively Communicate when Turbulence Arises
- Learn New Skill-sets for Handlingirate Guests
- Go Beyond “Putting Out Fires” & Discover How to Redirect Any Potential Breakdown into a Breakthrough & Gain Raving Fans
- Discover the Platinum Key to Great Customer Service



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**

