

# BLISS

*Business Leadership Innovation Service and Style*

## Hospitality Training

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**WHAT:** The two-hour training session demonstrates the importance of excellent hospitality when dealing with guests — especially tourists. Topics covered by the trainer will include:

- Body language
- Attire
- Telephone, email, and social media etiquette
- Dealing with disruptive customers
- Interacting with coworkers

**WHY:** Excellent hospitality is good business. When your front-line employees make a good impression, then your guests are more likely to reward you with *repeat visits* and *positive reviews* — via word of mouth and social media.

Research predicts that *customer experience* will overtake price and product as the key brand differentiator by 2020, so hospitality training is a wise investment.

**WHO SHOULD ATTEND:** The training will benefit front-line employees, supervisors, and owners in any business that serves customers, such as restaurants, hotels, hospitals, and retail stores.

**WHO IS THE TRAINER:** Michelle Allen, Regional Outreach Agent, Eastern Kentucky University. An ECU graduate and Nationally Certified Trainer, she has trained over 15,000 front-line employees across Kentucky.

**WHEN, WHERE, AND HOW MUCH:** For a small fee, PRIDE will deliver the training session at times and locations convenient to businesses and organizations that request it.

**HOW TO LEARN MORE:** For details and reviews, visit <http://kypride.org/programs/hospitality-training>

**HOW TO SCHEDULE A TRAINING:** Please call the PRIDE office, toll free, at 888-577-4339.



*This program is a partnership between  
Eastern Kentucky PRIDE, Inc.,  
and the Eastern Kentucky University  
Center for Career and Workforce Development*

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