



BRITISH BUTLER INSTITUTE®
— *Changing People's Lives* —

The British Butler Institute
International School for Butler &
Front of House Professionals
(Trained British & International style)
Certification Programmes.

5 DAY CURRICULUM



“Interaction with principals and guests is about exceeding expectations, delighting, surprising and delivering outstanding experiences! We will train you to reach the highest level of service to match and surpass your principals and guests’ expectations”.

Kindest regards,

Gary Williams
Principal The British Butler Institute





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THE BRITISH BUTLER INSTITUTE

The British Butler Institute has been recognised as the leader in Butler and Hospitality Training Worldwide.

The British Butler Institute is a worldwide hospitality training company that equips the hospitality professional with the latest skills required to meet and surpass new international standards in service understanding and delivery. Working closely with our clients around the world we help them achieve outstanding results often culminating in being awarded “best in the world status” by various international industry award bodies and at the same time empowering the student and teams we train to learn essential skills to deliver outstanding service to principals and guests worldwide.

Established in 1997 and represented in over 14 countries, The British Institute is a world leader in hospitality front of house training with clients that span the globe, including Royal Palaces / Embassies / The very best Hotels and Resorts / Royal owned and VIP superyachts / Royal palace staff / Private jet and Commercial airline teams / luxury retail such as Louis Vuitton, Chanel, Cartier and many more / universities including Oxford university / Luxury Rail teams / Hospitals / Stadium Teams/ Golf course / residences for the rich and famous and many more.





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Grooming standards & Personal (beauty/hygiene) & Uniform care.

International standards / the line up / dress and attire care.

International guest understanding and expectations.

A teaching delivery of the mindset and understanding of guest service expectation and considerations. A lesson to open the mind and gain a thorough understanding of the lifestyles and expectations of our discerning international guests.

What the service professional should carry on person.

A lesson to gain a thorough understanding of what important items must be on person to be able to deliver outstanding service.

The Empirical 4 Golden Pillars of life in service.

Listen and act. This involves actively listening to clients, picking up on the nuances of their requirements, and delivering service with a focus on “the little





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details” that create an unforgettable client experience. It's about listening and immediately implementing the teachings from these hands-on experiences.

Small details to surprise and delight. Developing an eye for detail to bolster customer service quality. We open the professional's eyes to expert detailing.

Anticipation techniques and successful fulfilling of guest special requests. Client profiling. SOP profiling. One of the most important tools to anticipate our clients' needs is our teachings on the “client profiling” and the immediate implementation. A front of house professional should have a check list of techniques to anticipate any consumer request before the client asks for said services. The principal / household manual.

Consistency. What is consistency and the skills needed to deliver on a consistently high level.

Etiquette & Professional Polished Verbiage

Addressing people of different cultures and titled persons, acquiring social confidence, social and business correspondence. A range of polished verbiage for every situation.

Butler duties and the butler's office.

Full range of duties explained and the essentials for a Head Butler / House Managers office.

Department essentials and practical posture details.

We review body language on how to stand, how to point out items, how to hold our hands, how to move, how to present items, how to carry a tray, how to place an item down from a tray or hand and the movement of our arm gestures.





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The 5th Empirical Golden Pillar of life in service: Concierge by walking around.

Concierge professional excellence.

Teaching skills on how to be the very best in the world of concierge.

We will deliver the best examples of concierge excellence in the luxury industry that will leave our clients speechless, taking request to a whole new level of service.

Meet, greet and departures essential.

- A detailed and thorough service standard protocol for the meet and greet and departure of the guest.
- Anticipation essentials.
- Pre-arrival.





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- Preference gathering from a variety of sources.
- Luxury guest experience.
- Cool and warm towel detailing / language and service.
- Unique masterclass in the world of gifting to create an unforgettable experience.
- Pre room checks.
- Follow up in a unique way.
- Transport and timings as well as details such as advice on destination weather / flight check-in.
- Departure letter and farewell setup.
- Pre-departure considerations.

How to handle guest complaints and challenging guests.

The 6 steps, the 3 steps, state change and the professional complainer. We deal with a host of challenges that present themselves and professionally deal with each and every challenge.

How to deal with the arguing guest.

Escorting a guest inside the suite / Orientation skills and Capturing New Guest Preference.

How to deliver expert room and area orientation according to set standard and the detailed knowledge needed to carry out this all-important task. Language skills and international protocol taught.





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Room and area check lists.

A – Z guide on the room and area check list, which ensures that each area is ready before our principals and guests enter the various areas. The working list for assigning responsibility.

Dealing with prying guests seeking confidential information.

A range of language skills to deal effectively with clients who want confidential information.

How to deal with the flirting guest.

A professional understanding and call to action on various levels of flirting and in-appropriate behaviour. Language skills.

The professional wakeup call.

The wakeup call with a range of options to consider and serving an early morning drink to your principal.

Newspaper, periodical and letter delivery, and detail.





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The fine art of packing and un-packing suitcases including an understanding of wardrobe management.

A detailed and step by step guide on how to pack and unpack suitcases. This practical will include the kit needed, language of packing and unpacking, correct protocol taking into consideration international cultures. We will also deal with a range of unexpected circumstances that might arise. This module includes wardrobe management.

Dealing with a guest not entitled into a VIP / Members / Restricted area.

We teach the delicate art of dealing with clients wishing to enter an area in which they are not allowed and the various considerations to offer appropriate solutions for every eventuality.

Dealing with a guest that smokes in a non-smoking area.

The visitors book protocol and pen etiquette.





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The 20 steps to complete confidence.

Self-confidence is an unseen quality that is a more accurate yard stick of human performance and happiness. We examine this subject and teach the 20 Steps to complete confidence. This is backed up by PowerPoint slides and video presentation.

