



BRITISH *Butler* INSTITUTE®

CHANGING PEOPLE'S LIVES



WEEK 1 / DAY 1

Butler history.

Butler duties. Full range of duties explained.

The butler's office and attire.



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Personal presentation and the line-up.

What makes the consummate professional?

What the service professional should carry on person.

Enter VVIP world.

A lesson to open the mind and gain a thorough understanding of the lifestyles and expectations of our discerning clients.

The Empirical 4 Golden Pillars of life in service.

Listen and act. Listening to clients and picking up nuances of client requirements and delivering service focusing on “the little details” which make an unforgettable client experience. This is listening and immediate implementation of an experience teachings.

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



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professional should have a check list of techniques to anticipate any consumer request before the client asks for said services.

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



WEEK 1 / DAY 2

Luxury Retail Insights and Knowledge.

WEEK 1 / DAY 3



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Professional polished language skills. Professional words and phrases.

Telephone etiquette for every occasion.

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.

The 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.

More business is lost by faux pas than you may realize. We teach skills that minimize faux pas in luxury concierge services. A concierge professional expert is an advisor, an expert product and service consultant who acts on behalf of the client's benefit.



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Extreme concierge protocol.



WEEK 1 / DAY 4

The professional wakeup call.

The wakeup call with a range of options to consider.

Serving an early morning drink to your principal.

Newspaper, periodical and letter delivery, and detail.



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Meet, greet and departures.

A detailed service standard protocol for the meet and greet and departure of the guest. A thorough A – Z in service delivery rarely ever seen in the industry.

How to deal with a difficult guest the 6 steps.

How to deal with a difficult guest the 3 steps.

WEEK 1 / DAY 5

Room / cabin orientation excellence.

Delivery of expert room and area orientation according to the guest and principal preferences and the detailed knowledge needed to carry out this all-important task. Language and protocol importance.

Drinks tray service and presentation.

Correct protocol for tray set-up including drinks / snacks / food items and the check list for this delivery. Professional language skills.

Room and area check lists.



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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.

WEEK 2 / DAY 6



BEARER OF THE CREST
THE PRINCIPAL LICENSOR

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Packing and un-packing a suitcase. The efficient way and the timely way.

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 included wardrobe management.

Turn down excellence.



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This module will immerse you in the world of the finest turn-down service possible according to the client's preferences. We teach delightful details, so the guest is surprised and delighted every evening. This module also teaches the fine tuning of housekeeping skills such as beds, cabins, bathrooms, and other bespoke spaces within these areas.

Preparation and serving fresh fruit as well as room set-ups.

Excellence in the preparation of in-room standards, plated and buffet service including the all-important added extras to surprise and delight

How to deal with guest who are not entitled into a VIP 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.

Giving and receiving tips.

The etiquette. Tips is the consequence of great service, and we give great service with or without tips. How to increase your gratuity by at least 100%.



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WEEK 2 / DAY 7



Professional cigar presentation, service, and knowledge.

Champagne knowledge and serving protocol. The cellar book explained.

The cocktail party.

Caviar.

How to behave with principal, guests on your time off.



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

Jacket presentation.

Role plays taking jackets off and putting jackets on as well as looking at the cloakroom standards and service check list needed. Language and protocol for all occasions taught.

The visitors book protocol and pen etiquette.

WEEK 2 / DAY 8





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The history of English Afternoon Tea and the set-up and service of traditional High Tea.

We start this module with the history of English afternoon tea which later becomes High tea the world over. This is followed by a step-by-step set-up of the area and the delivery of this extremely popular experience followed by a range of details to surprise and delight our guests.

Seating guests.

Meeting the guest / language considerations / arm movement considerations and the art of seating the guest flawlessly to ensure comfortability in every situation.

Napkin folding and presentation.

Practical hands-on folding of napkins. The current 5 most popular folds in the world are taught.

Bill / Small item presentation and consideration.

How to present a bill and the anticipation before and after presentation. Speed and tack as well as language is taught.

Opening and closing a door.

The simple art of opening and closing a door quietly.



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Door knocking protocol.

How to make a late guest feel welcome.

WEEK 2 / DAY 9

Spillage.

How to deal effectively with spillage and the spillage kit needed to ensure we are professionals when dealing with this situation. We also address a range of language considerations and actions to be aware of.





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Formal and Informal dining set-up and delivery of service. International and British Style.

Correct set up and delivery for our clients according to culture and expectations the world over. We teach international standards with reference to our PowerPoint presentation to open the eyes of our students with straight away implementation of setting tables and all the considerations to ensure our clients have a seamless and delightful experience.

Silver service essentials.

This hands-on module delivers the correct way to silver serve and the language thereof. We teach posture skills and techniques to ensure the professional is confident in any situation.





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WEEK 2 / DAY 10

Luxury Retail Insights and Knowledge.