



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.

Personal presentation and the line-up.



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



BEARER OF THE CREST
THE PRINCIPAL LICENSOR

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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

Professional polished language skills. Professional words and phrases.



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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.

Extreme concierge protocol.



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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.

Meet, greet and departures.



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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.

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.



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Dealing with prying guests seeking confidential information.

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