



BRITISH *Butler* INSTITUTE®  
CHANGING PEOPLE'S LIVES

The British Butler Institute International School for  
Front of House Aviation Professional 9 Day  
Certification Programme  
(Trained British and International style)



# BRITISH *Butler* INSTITUTE®

CHANGING PEOPLE'S LIVES



"Thank you very much indeed for taking the time to consider our proposal. In today's economy, service has become a core competitive advantage".

"Interaction with clients is about exceeding expectations, delighting and surprising! We will train your staff to reach the highest level of service to match your client's remarkably high expectations".

"We ask our students to judge us by our recent testimonials as this is, in our view a true benchmark of our training delivery standards which can be viewed on-line at [www.britishbutlerinstitute.com](http://www.britishbutlerinstitute.com) under recent testimonials".

With the highest regards

Gary Williams

Principal The British Butler Institute



# BRITISH *Butler* INSTITUTE®

CHANGING PEOPLE'S LIVES

## Course delivery:

Expert Training will be hands-on demonstrations on the specific skills sets needed to improve staff service levels. Each subject will be discussed, demonstrated, and then role played by all candidates and then immediately implemented in the "real" environment to ensure success. Our step by step training methods will ensure the "5 Golden Pillars of service excellence" are implemented to maximum effect.

### *The 5 Golden Pillars:*

- Consistency.
- Anticipation.
- Attention to small details.
- Listen and act.
- Concierge by walking around.



BRITISH *Butler* INSTITUTE®  
CHANGING PEOPLE'S LIVES

## Curriculum



### Day 1

Duties. Full range of duties explained.

Personal presentation and the line-up.

What makes the consummate aviation professional?

What the professional carries on his or her person and the art of "The delivery of a pen".



# BRITISH *Butler* INSTITUTE®

CHANGING PEOPLE'S LIVES

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**

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

Giving and receiving tips.



# BRITISH *Butler* INSTITUTE®

CHANGING PEOPLE'S LIVES

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%.

## Day 2

**Professional polished language skills. Professional words and phrases.**

**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.

**Passion excellence – 10 steps.**

**The 15 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 15 Steps to complete confidence. This is backed up by PowerPoint slides and video presentation.

## Day 3



# BRITISH *Butler* INSTITUTE®

CHANGING PEOPLE'S LIVES

Aviation Concierge professional excellence.

Teaching skills on how to be the absolute 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.



Meet, greet and departures essentials.



# BRITISH *Butler* INSTITUTE®

CHANGING PEOPLE'S LIVES

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.

The professional wakeup call.

The wakeup protocol with a range of options to consider.

Newspaper and periodical delivery, and detail.

## Day 4



Cabin orientation excellence.



# BRITISH *Butler* INSTITUTE®

CHANGING PEOPLE'S LIVES

Delivery of expert cabin and area orientation according to set standard and the detailed knowledge needed to carry out this all-important task. Language and protocol importance.

## **Cabin Turn down excellence.**

This module will immerse you in the world of the finest turn-down service possible according to the client's preferences and according to set standards.

## **SOP. Historical Guest preferences.**





# BRITISH *Butler* INSTITUTE®

CHANGING PEOPLE'S LIVES

## Day 5

### **Cabin 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.

### **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.

### **Towel folds according to set standards.**

Practical folds and details are taught hands-on.

### **Gown folds.**

Practical folds and details are taught hands-on.

### **Toilet paper folds.**

Practical folds and details are taught hands-on.

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



BRITISH *Butler* INSTITUTE®  
CHANGING PEOPLE'S LIVES

## Day 6

Professional cigar presentation, service, and knowledge.

Cigarette 7-star service and considerations.

Cognac and how to serve professionally.

Champagne knowledge and serving protocol. The cellar book explained.

The cocktail party.

Caviar.

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 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.



# BRITISH *Butler* INSTITUTE®

CHANGING PEOPLE'S LIVES

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

## Day 7

**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.

**Jacket presentation.**

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

**The visitor / guest book protocol and pen etiquette.**

**Seating guests.**

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



# BRITISH *Butler* INSTITUTE<sup>®</sup>

CHANGING PEOPLE'S LIVES

## **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.

## **Door knocking protocol.**

How to make a late guest feel welcome.

## **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.



# BRITISH *Butler* INSTITUTE®

CHANGING PEOPLE'S LIVES



## Day 8

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

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.



BEARER OF THE CREST  
THE PRINCIPAL LICENSOR

# BRITISH *Butler* INSTITUTE®

CHANGING PEOPLE'S LIVES

## **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.

## **How to deal with a drunk guest.**

According to principal or company set standard approach we look at methods of dealing with intoxicated guests that are out of order. We train language skills and the anticipation of a drunk guest.

## **How to deal with a greedy guest.**

The all-important language in dealing with a greedy guest.





# BRITISH *Butler* INSTITUTE®

CHANGING PEOPLE'S LIVES

## Day 9

### **International etiquette and protocol.**

An introduction into awareness of different culture expectations and service delivery standard of clients from the US / China / Russia and more.

### **Basic wine knowledge and service.**

A basic understanding of the different grapes and the correct protocol in terms of outstanding service.

### **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.

### **How to deal with the arguing guest.**

Important protocol and correct language discussed and role-played.

### **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.



# BRITISH *Butler* INSTITUTE®

CHANGING PEOPLE'S LIVES

**Training Times:** Trainer will start at 9.30am and finish class at 4.00pm.

- For more information please email:

[aviation@britishbutlerinstitute.com](mailto:aviation@britishbutlerinstitute.com)

---

At the conclusion of training:



- Group photo.
- Aviation Certification presentation.
- The British Butler Institute Pins.

