

# LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

WORKSHOP

## Guest Greeting & Communication

*Workshop Level*



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### LAPT — London Academy of Professional Training

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**Reference** HS-FOO-W • Hospitality Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

|               |                                                |
|---------------|------------------------------------------------|
| REFERENCE     | HS-FOO-W                                       |
| AWARD         | Certificate                                    |
| ASSESSMENT    | 440 marks — 264 to pass (60%)                  |
| PREREQUISITES | None                                           |
| VALIDITY      | Lifetime                                       |
| AWARDING BODY | LAPT — London Academy of Professional Training |

CURRICULUM

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| <div>1</div> <div>Customer Interaction Scenarios</div> <div>3 chapters · 12 classes 90 marks</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <div><div>• 1 Understanding Customer Expectations and Effective Greeting Techniques — 4 classes</div><div><div>› 1.1 Exploring Customer Expectations: Identifying Needs and Preferences</div><div>› 1.2 Mastering First Impressions: The Art of Effective Greeting</div><div>› 1.3 Developing Active Listening Skills for Better Customer Engagement</div><div>› 1.4 Applying Greeting Techniques in Real-World Scenarios</div></div><div><div>• 2 Techniques for Active Listening and Guest Feedback Interpretation — 4 classes</div><div><div>› 2.1 Understanding Active Listening Principles</div><div>› 2.2 Practicing Active Listening in Real Scenarios</div><div>› 2.3 Identifying Feedback Cues from Guests</div><div>› 2.4 Applying Feedback Interpretation Techniques</div></div></div></div>                           | <div><div>• 3 Managing Challenging Guest Interactions with Diplomacy — 4 classes</div><div><div>› 3.1 Understanding Guest Expectations in Challenging Situations</div><div>› 3.2 Identifying and Diffusing Common Triggers Discreetly</div><div>› 3.3 Utilizing Active Listening to Build Trust and Resolve Conflicts</div><div>› 3.4 Practicing Diplomatic Language Techniques in Role-Play Scenarios</div></div></div> |
| <div>2</div> <div>Foundations of Communication in Hospitality</div> <div>3 chapters · 12 classes 90 marks</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <div><div>• 1 Understanding Basic Communication Theories in Hospitality — 4 classes</div><div><div>› 1.1 Explore Key Communication Theories in Hospitality</div><div>› 1.2 Analyze Interpersonal Communication Models</div><div>› 1.3 Identify Barriers to Effective Communication</div><div>› 1.4 Apply Communication Principles in Guest Interactions</div></div><div><div>• 2 Developing Effective Verbal and Non-Verbal Communication Skills — 4 classes</div><div><div>› 2.1 Understanding the Basics of Verbal Communication in Hospitality</div><div>› 2.2 Identifying and Interpreting Non-Verbal Cues in Guest Interactions</div><div>› 2.3 Practicing Active Listening Techniques for Better Guest Engagement</div><div>› 2.4 Applying Communication Skills in Real-World Hospitality Scenarios</div></div></div></div> | <div><div>• 3 Handling Guest Interactions and Feedback Professionally — 4 classes</div><div><div>› 3.1 Understanding Guest Needs and Expectations</div><div>› 3.2 Demonstrating Effective Listening Skills</div><div>› 3.3 Communicating Solutions with Clarity and Confidence</div><div>› 3.4 Gathering and Responding to Guest Feedback</div></div></div>                                                              |

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## Guest Greeting Procedures

3 chapters · 12 classes

65 marks

### • 1 Understanding the Core Principles of Guest Greeting — 4 classes

- › 1.1 Grasping the Fundamentals of Guest Greeting
- › 1.2 Exploring Key Principles of Effective Communication
- › 1.3 Implementing the Best Practices in Guest Interaction
- › 1.4 Performing Guest Greeting Scenarios and Role-plays

### • 2 Developing Key Communication Skills for Front Desk Staff — 4 classes

- › 2.1 Understanding the Role of Communication at the Front Desk
- › 2.2 Mastering Active Listening Techniques
- › 2.3 Practicing Clear and Effective Verbal Communication
- › 2.4 Applying Non-verbal Communication Skills in Guest Interactions

### • 3 Mastering Advanced Greeting Scenarios and Problem-Solving — 4 classes

- › 3.1 Navigating Complex Cultural Greetings in Hospitality
- › 3.2 Identifying and Addressing Guest Concerns Proactively
- › 3.3 Enhancing Personalized Guest Interactions with Empathy
- › 3.4 Implementing Effective Solutions to Guest Issues

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## Managing Guest Enquiries

3 chapters · 12 classes

65 marks

### • 1 Understanding Guest Needs and Expectations — 4 classes

- › 1.1 Identifying Key Guest Needs through Active Listening
- › 1.2 Analyzing Common Expectations in Guest Queries
- › 1.3 Interpreting Body Language to Understand Guest Preferences
- › 1.4 Tailoring Responses to Meet Individual Guest Requirements

### • 2 Effective Communication Skills for Front Office Staff — 4 classes

- › 2.1 Understanding Verbal and Non-Verbal Cues
- › 2.2 Using Positive Language to Enhance Guest Interaction
- › 2.3 Mastering Active Listening Techniques
- › 2.4 Handling Guest Queries with Confidence

### • 3 Handling Complex Guest Enquiries and Complaints — 4 classes

- › 3.1 Understanding Common Complex Enquiries and Complaints
- › 3.2 Techniques for Active Listening and Empathy in Difficult Situations
- › 3.3 Strategies for Resolving Complex Guest Issues Effectively
- › 3.4 Communicating Solutions and Follow-up with Guests

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## Personalised Service Strategies

3 chapters · 12 classes

65 marks

### • 1 Understanding Personalised Service in Front Office Operations — 4 classes

- › 1.1 Exploring the Basics of Personalised Service
- › 1.2 Identifying Guests' Preferences and Needs
- › 1.3 Practicing Effective Communication Techniques
- › 1.4 Implementing Personalised Service in Real Scenarios

### • 2 Techniques for Effective Guest Communication — 4 classes

- › 2.1 Building Rapport: Initiating Positive Guest Interactions
- › 2.2 Active Listening: Understanding Guest Needs Effectively
- › 2.3 Tailoring Responses: Personalizing Communication for Guests
- › 2.4 Resolving Issues: Navigating Challenging Conversations with Guests

### • 3 Implementing Personalised Service Strategies — 4 classes

- › 3.1 Understanding the Importance of Personalisation in Service
- › 3.2 Identifying Customer Preferences through Active Listening
- › 3.3 Adapting Communication Styles for Personalised Interactions
- › 3.4 Applying Personalised Strategies in Real-Life Scenarios

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## Verbal and Non-verbal Techniques

3 chapters · 12 classes

65 marks

### • 1 Understanding the Importance of Verbal and Non-verbal Communication in Front Office Settings — 4 classes

- › 1.1 Recognizing Verbal Communication Cues in Customer Interactions
- › 1.2 Interpreting Non-verbal Signals in a Guest Greeting
- › 1.3 Applying Verbal Techniques for Effective Front Office Communication
- › 1.4 Utilizing Non-verbal Skills to Enhance Guest Experience

### • 2 Developing Effective Verbal Communication Skills for Guest Engagement — 4 classes

- › 2.1 Understanding Elements of Effective Verbal Communication
- › 2.2 Mastering Tone and Clarity in Conversations
- › 2.3 Enhancing Active Listening for Better Engagement
- › 2.4 Applying Verbal Skills in Real-World Scenarios

### • 3 Mastering Non-verbal Communication Techniques — 4 classes

- › 3.1 Understanding Body Language Fundamentals
- › 3.2 Interpreting Facial Expressions and Eye Contact
- › 3.3 Utilizing Gestures and Posture for Effective Communication
- › 3.4 Enhancing Communication with Non-verbal Cues

