GRACIOUS

HOSPITALITY SERVICES

About The Training

A 45-minute, research-grounded training that elevates customer/guest satisfaction, strengthens frontline performance, and improves customer review ratings—by operationalizing the five repeatable habits from the **Gracious Hospitality Pyramid™—Attitude, Awareness, Anticipation, Action, Memorable Experiences.**

Who Will Benefit From This Training

- Hotels and restaurants
- Healthcare and private medical practices
- Retail and front-line customer service teams
- Students in hospitality, culinary, or business programs
- New business owners and entrepreneurs
- Team leaders and trainers responsible for customer experience.

Two Ways To Train & What You Get

Online: Self-Paced

- 45 minutes
- $150 per participant
- Action Guide (Gracious Hospitality Pyramid™)
- Certificate included

Group Training: Virtual or Onsite

- Tailored to your scenarios
- Custom pricing
- Ideal for 10+ people
- Action Guide included
- Certificate included

Results & Return On Investment

1. **Increased Customer Loyalty & Retention**

Customers who feel genuinely valued and cared for are far more likely to return and recommend your business.

2. **Enhanced Brand Reputation**

Outstanding service experiences set you and your organization apart. Positive online reviews elevate your brand image, ratings, and trust within the community.

3. **Higher Revenue & Sales Conversion**

Employees who create "WOW" moments inspire repeat visits, encourage upselling, and generate positive word-of-mouth — boosting sales while reducing marketing costs.

4. **Improved Operational Efficiency**

A confident, well-trained staff minimizes customer escalations, reduces recovery costs, and ensures consistent service standards across your organization.

5. **Reduced Employee Turnover and Recruitment Costs**

Trained, engaged team members stay longer and perform better. Ongoing development shows employees are valued, increasing their morale and retention.

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Meet Your Expert Trainer



Greg Greenawalt brings **45+ years of leadership** at **full-service upscale hospitality brands**, where **excellence is the standard**. He has led **award-winning turnarounds**—taking **customer satisfaction scores from near-last to #1**—and earned multiple national honors, including **IHG's General Manager of the Year** and **Hotel of the Year**.

A **published author** and **widely requested keynote speaker**, Greg distills what **top performers** do into a **clear, repeatable system** that any **customer-facing professional** or **organization** can use to create **memorable experiences** and **build a culture of service excellence**.

Training Outline

- **Overview**— Trainer Introduction and Expertise; Training Objectives; Organizational Goal Alignment
- **What Is Gracious Hospitality™** — The Pyramid Overview; Framework for Achieving Service Excellence; Importance of Customer Service
- **First Impressions & Micro-Behaviors** — The Importance of First Impressions; Always Sweat the Small Stuff
- **Reliability & Observation** — Make Reliability Your Reputation; Focused Observation and Listening
- **Flexibility & Empowerment** — The Importance of Flexibility; Define Empowerment
- **Best Practices & Culture** — The Road to Service Excellence (Best Practices); Establishing a Service Culture (Attitudes & Behaviors)
- **Goals, Accountability & Improvement** — Measurable Performance Goals; Performance Accountability; Culture of Continuous Improvement
- **Service Recovery** — Steps of Service Recovery
- **Gracious Hospitality in Action** — 10 Real-World Examples & Application of Framework
- **Practical Takeaways & Close** — Practical Takeaways; Closing Comments; Establishing the Gracious Hospitality Service Community

READY TO ELEVATE YOUR TEAM OR YOUR CAREER?

Invest in a culture of service excellence—start with Gracious Hospitality™.

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