



# Griffin Training

Solutions for a modern  
workforce

**Hotel, Catering  
and Retail  
Customer Care  
and Sales  
Skills**

**Think  
No  
Further**



LoCall 1890 454 454  
[www.griffin.ie](http://www.griffin.ie)



# Hotel, Catering and Retail

In the hotel, catering, retail and service industry staff are constantly interacting directly with customers and clients. From interacting with the reception desk, floor staff, bar staff, to waiters, waitresses, stewards and stewardess or simply the retail sales assistance, clients gain a lasting impression about an organisation.

If staff are inadequate, inept, or in any way rude, whether meaning to or not, the organisation's customers will be negatively affected. These 'frontline' staff need the best training possible in order to provide excellent service to customers. Staff who deal with customers face-to-face need to understand the basics of customer service and care, communication, business etiquette, intercultural interaction and how to deal with difficult or irate customers.

This course is perfect for frontline staff as it provides the basics of all of the above with a very heavy practical focus.

## **Objective:**

- To gain the skills necessary to deal with customers on a face-to-face basis
- To understand the nature of customer service
- To fully grasp business etiquette
- To understand what is expected of frontline staff
- To understand the complications of dealing with diverse clientele
- To improve the effectiveness of frontline staff

## **Content:**

- An Introduction to Customer Service and Care
- The Basics of Effective Communication
- The Barriers to Effective Communication
- How To avoid Barriers to Effective Communication
- Business Etiquette for Service Staff
- The Basics of Intercultural Interaction
- How to Deal with Irate Customers
- Practical Means of Providing the Best Service



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## About Us

Griffin Training believes that ongoing training should be an essential part to of every modern business. One of the greatest assets an organisation has is its workforce and investing in it makes good business sense. Only through constant training and development can people be sure that they have the best human resources and skills available.

### We focus on three primary areas:

#### 1) *Quality*

All our trainers are educated to at least Master's Degree level. They are experienced presenters and experts in their chosen fields. They have experience in developing training courses, presenting seminars, one-on-one training, facilitation, mediation and are up-to-date with the latest research methods. We design our courses using the best research techniques, the latest information available and industry feedback. We go to great lengths to investigate the implications of our courses, and are in-line with both Irish and international training trends.

#### 2) *Convenience & Flexibility*

- All our courses are customisable at no additional cost
- We require **No Minimum** numbers
- No pre-determined dates or times
- All course durations are flexible to suit you
- Train on-site or at one of our facilities around the country

#### 3) *Cost effectiveness*

- We guarantee a cost effective service that is better than our competitors
- We offer Group Discounts
- We offer Non-Profit/Charity Discounts

## We go to you or you can come to one of our centres.

As well as providing services in your premises you can come to our training centre in Dublin or Cork if that suits better.

**We Are Here**

### Dublin - City Centre Training Centre

#### Address:

34-37 Clarendon  
Street, Dublin 2.

Email: [info@griffin.ie](mailto:info@griffin.ie)



**We Are Here**

### Cork - City Centre Training Centre

#### Address:

13-15 Bridge Street,  
Cork.

Email: [info@griffin.ie](mailto:info@griffin.ie)



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# Compare Us

Solutions for a modern workforce

## Contemporary Training

- Require Minimum Numbers
- Inflexible
- Expensive
- Only Off-Site Training
- Set Course Contents & Lengths
- Set Dates and Times
- Not Directly Relevant
- Loss of Staff Productivity
- No Guarantee

## Griffin Training

- No Minimum Numbers
- Flexible Options
- Guaranteed Cost-Effectiveness
- On or Off-Site Training
- You Choose Contents & Length
- You Choose Dates and Times
- Courses Are Directly Relevant To You
- Staff Can Be Trained While They Work
- We Guarantee You Will Be Satisfied



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