



# Information Pack 2026

Hospitality Training Consultancy



Bless Hotel, Ibiza

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\*all hotel images featured in this presentation are current or past clients of Mixxa





OUR PORTFOLIO

# Some of Our Hospitality Clients

We are proud to partner with world-leading hotel groups, cruise lines, bar groups, clubs and restaurants across the globe.

# Some of Our Hospitality Clients



# Other Industries Want Us Too

Our expertise in service transformation extends well beyond hospitality. Businesses across multiple sectors seek our unique approach to elevating customer experiences.



VAGEN



SKODA

BOURNE'S



PEGASUS  
HOMES

TESCO

JOHN SEN  
BUSINESS CREATIVITY™

YAHOO!

CREW  
TRAINING

sky

adidas





OUR PROMISE

# We're Not Simply Another Training Company

**We transform your teams into exceptional service providers.**

OUR DIFFERENCE

# Why We're Different

## Bespoke Transformation

We design bespoke transformation programmes tailored to maximise individual team-member skill-sets and elevate overall team performance.

## 30+ Years of Expertise

Our unique approach has delivered outstanding results for world-leading hotel chains, cruise companies, bar groups, clubs and restaurants.

## Every Level, Every Role

From board level to front-line staff, we design and deliver the most innovative and impactful training experiences, resulting in world-leading guest experiences and powerful bottom-line increases.

The Lansdowne Club,  
Mayfair



OUR APPROACH

# We Release and Maximise the Potential Within



# Our Approach

## Passion for Evolution

We evolve customer service through sophisticated development of knowledge, technique, confidence and interpersonal skills.

## Uniquely Creative

Our creative, interactive and motivational approach reveals genuine potential and then helps individuals achieve it.

## Lasting Transformation

Our immersive programmes dramatically transform team performances with a permanency that lives on and evolves beyond the training.

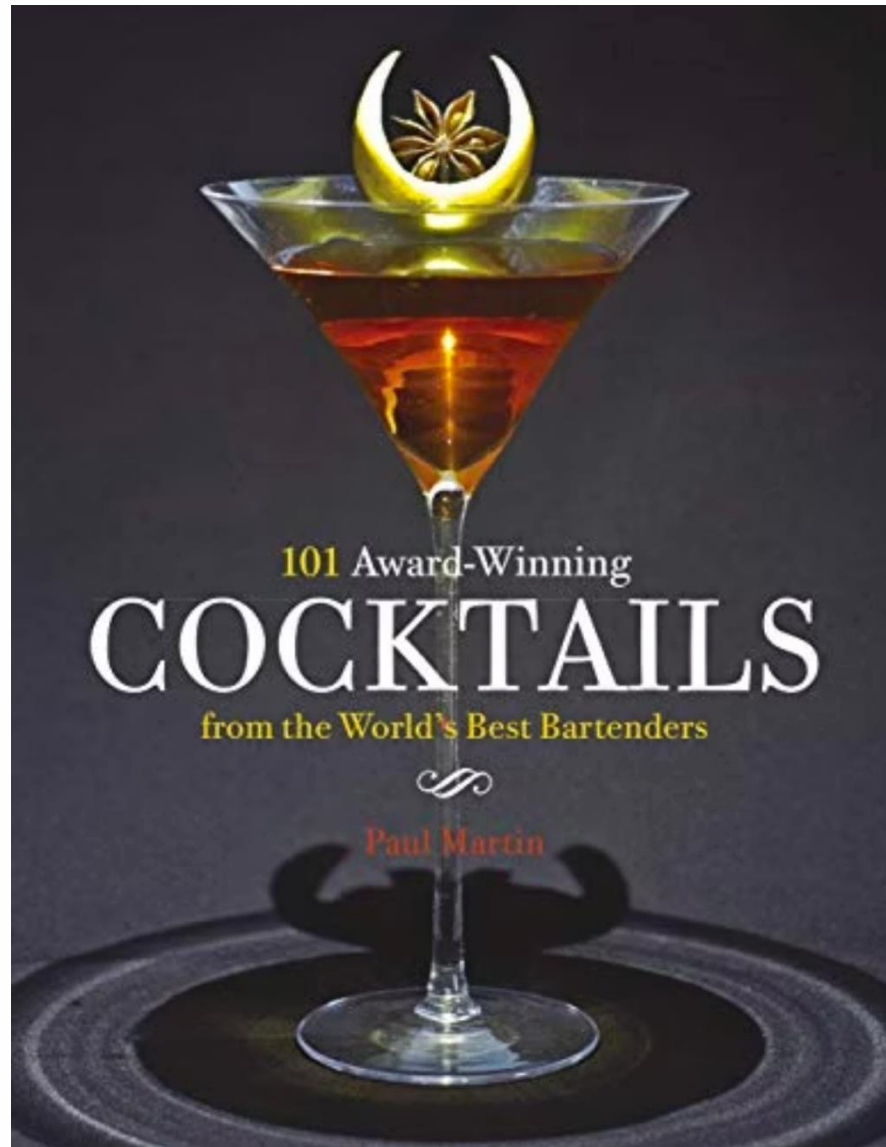
## World-Class Culture

We create enhanced guest experiences that infect team members with passion, enthusiasm and the confidence to deliver genuinely world-class service.



MEET THE FOUNDER

Paul Martin



## THE JOURNEY

# From Bartender to Industry Pioneer

Paul's career began over 30 years ago as a bartender and bar owner. After selling his business in 1994, he became a pioneer of modern-day cocktail and mixology consultancy, one of the very first cocktail advisors to the UK spirits industry.

During this period, he set **two mixology world records**, won **seven global titles** and published **five top-selling cocktail books**.

Running alongside his hospitality work, Paul developed a parallel career in communication skills, qualifying to **Level 3 in British Sign Language**: a subject he also teaches. This unique combination of hospitality expertise and communication mastery evolved into genuinely distinctive workshops on world-class service delivery.



TODAY

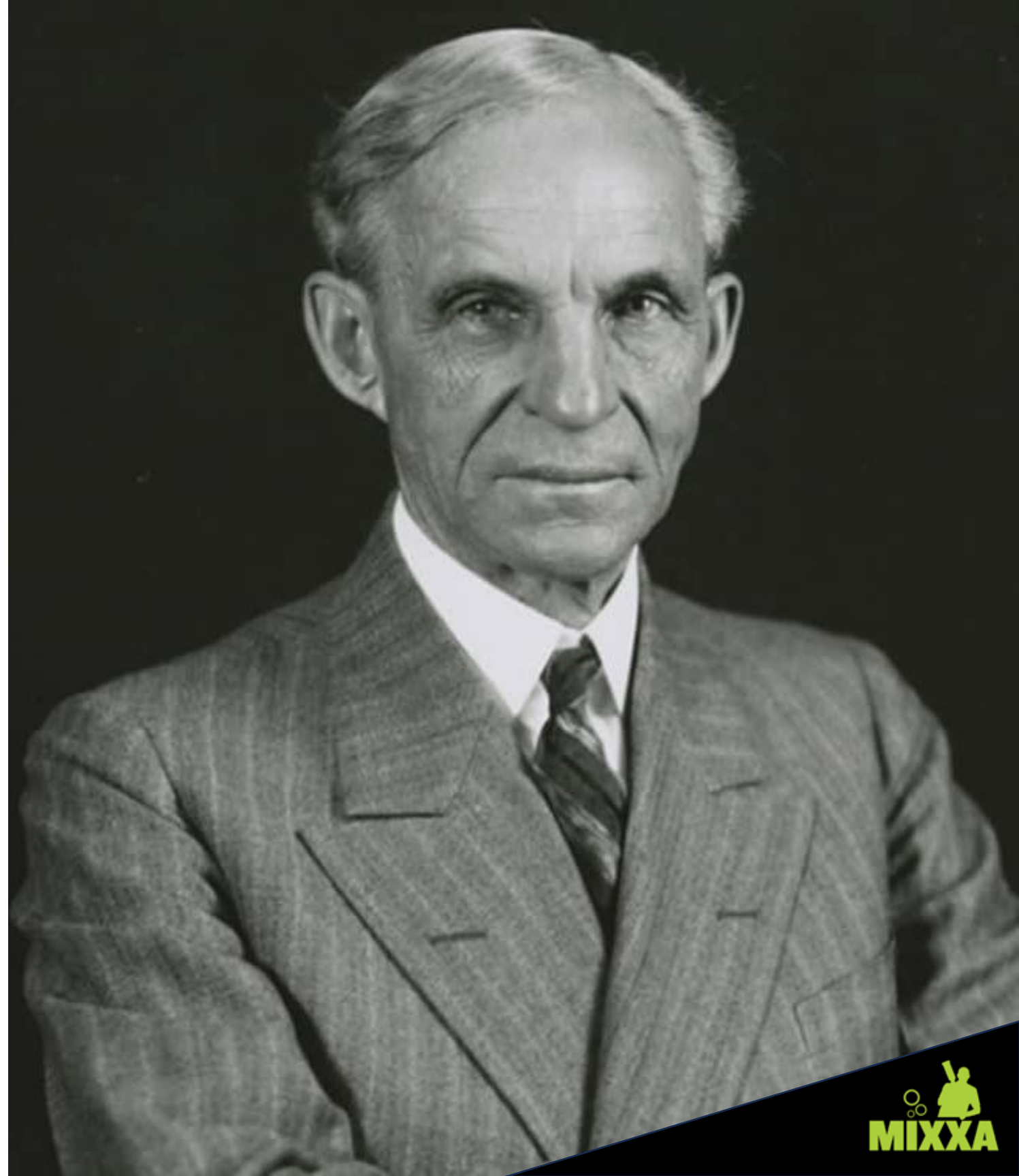
## Leadership, Training & Keynotes

Today, Paul works with everyone from company CEOs to customer-facing staff, developing skills in leadership, communication, rapport building, sales, service and his first love, bartending and mixology.

Paul regularly delivers **keynote and motivational speeches** at national conferences and events, including a **TEDx Chelmsford** talk that has received over **500,000 YouTube views** to date.

*"Do what you have always done and get what you have always got. If what you are doing is not working, do something else!"*

– Henry Ford





#### OUR PHILOSOPHY

All Mixxa's training programmes are custom-built and designed to deliver against our clients' specific operational goals. Each programme is underpinned by our key philosophies.

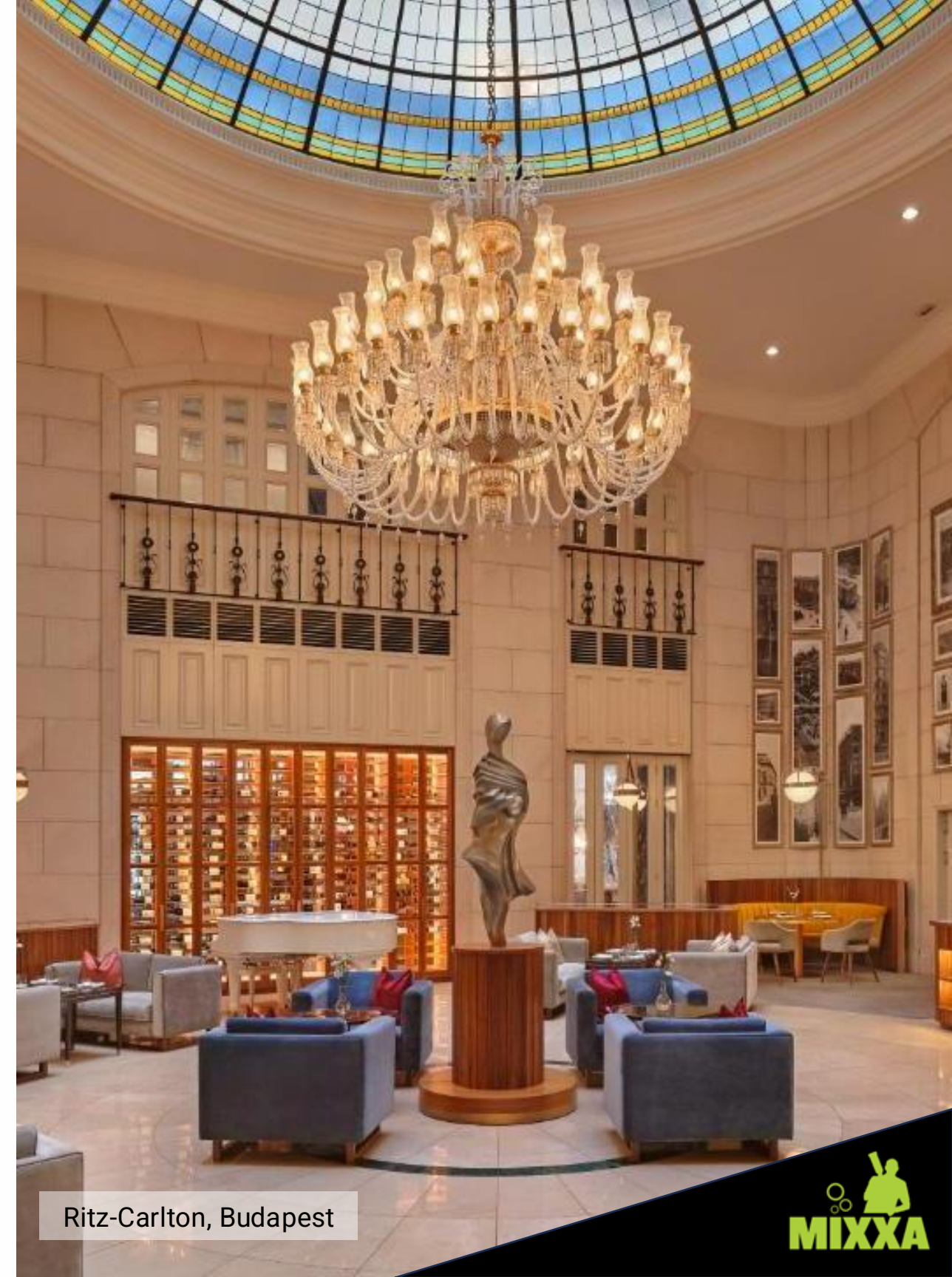
## The 5 Pillars of Spectacular Service

# Repositioning Team Member Service Roles

One of the biggest reasons hospitality businesses fail to deliver genuinely high-end service is the assumption that guests know what they want. When teams work from this flawed principle, it becomes almost impossible to make suggestions, offer advice or lead the experience.

We help your teams drop this incorrect assumption and adopt a **proactive, opportunistic approach** that underpins high-end service delivery. Team members are incentivised to build strong foundations for self-motivation and continued development, creating a culture of dynamic, high-end service.

**The result:** a dramatic shift from no action to pro-action.



Ritz-Carlton, Budapest

# Developing Opportunistic Mindsets

Waldorf-Astoria, Ras al Khaimah



Many hospitality businesses remain locked into a **passive and reactive** method of service, waiting and responding to the guest's lead.

This leaves the guest to define the experience.

We transform this behaviour into an **opportunistic and proactive** approach where team members use their expertise to lead and shape the guest journey, recognising and responding to every opportunity for improved experience.

Your team will guide guests to entirely unexpected levels of **connection, service and pleasure**.

PILLAR 3

# Selling Without Selling

## Through Spectacular Service

*"Try to sell to your guests and the service experience will suffer. Deliver amazing service experiences and your sales will soar."*

The act of "selling" runs counter to delivering a high-end service experience. We help your teams focus on building a **personalised experience** where recommendation and suggestion are framed within the service journey – motivated solely by providing guests with the most unexpected, high-end experiences possible.

**The result:** both service experiences and sales evolve to become genuinely world-leading.

PILLAR 4

# Influential & Emotive Communication

When it comes to making skilled recommendations, most people don't realise the language they use can determine whether guests feel engaged, or the exact opposite.

We develop your teams' understanding of **emotional communication** alongside the **psychology of guest decision-making**, so they can tailor interactions to guests' emotional triggers.

Their suggestions, recommendations and interactions become the bedrock of an exceptional high-end experience.



# Emotional Connection

South Lodge, Exclusive Collection, Sussex



Too often, work pressures take precedence over building rapport. Yet it's this **profound human connection** that opens the door to genuinely high-end service.

No matter how much skill training your teams receive, without warmth, humour, passion and the ability to connect, there is a limit to what can be achieved in guest satisfaction and sales.

We develop **strong, confident communicators** fully skilled in building genuine rapport: the foundation for all other service skills that create uniquely luxurious experiences where expectations are genuinely exceeded and realigned.



PROGRAMMES & WORKSHOPS

# Our Bespoke Training Options

All our workshops and programmes are built within the framework of our 5 Key Pillars and structured around our core skill training topics. Topics are selected and tailored depending upon programme length, client goals, team expertise level, target audience and more.

**Following are a selection of our most popular topics.**



TOPIC #1

# Irresistible Upselling & Recommendation

## Masterclass

A focus on developing the attitudes, behaviours and skills required for team members to deliver a **proactive service experience** where they lead and shape the journey – and where upselling and recommendation form the framework of a tailored guest experience.

- 📄 Based on maximum training group size of 30 people. For larger teams, we recommend running additional sessions accordingly (e.g. 75 pax = 3 groups of 25).

TOPIC #2

# World-Class Guest Service Programme

## Transformation Programme

Transforming the service experience from passive and reactive to proactive and opportunistic. Creating teams that seek and grasp opportunities to lead, shape and tailor the guest experience.

Big focus on developing confidence, social skills and advanced communication techniques.

- 📄 Based on maximum training group size of 30 people. For larger teams, we recommend running additional sessions accordingly.

TOPIC #3

# Spectacular Bar & Table Service

## Service Excellence Programme

Developing charismatic and engaging teams of skilled communicators who create **spontaneous guest journeys**, leading guests to new and exciting experiences.

Sophisticated communication skills and a fundamental understanding of **emotional decision-making** are at the centre of this programme.

- Based on maximum training group size of 30 people. For larger teams, we recommend running additional sessions accordingly.





TOPIC #4

# Advanced Communication Skills & Creative Language Skills Workshop

A unique approach to developing team member communication and interaction skills with a focus on **rapport building**, **emotional connection** and the psychology of influencing decisions.

We focus on the use of **creative language** in the service experience and the psychological impact it has on guests' decisions.

- 📄 Based on maximum training group size of 30 people. For larger teams, we recommend running additional sessions accordingly.



TOPIC #5


# Creating Unforgettable Guest Memories

## Culture Programme

Developing a culture of **making a difference**. Redefining roles and developing behaviours and skills to consistently deliver the small things that make the biggest differences.

By instilling a culture of "**marginal gains**", we equip your team with the tools to deliver unforgettable moments for their guests.

- 📄 Based on maximum training group size of 30 people. For larger teams, we recommend running additional sessions accordingly.



TOPIC #6

# Delivering Exceptional Service Under Pressure

## Resilience Workshop

Creating the skills, mindset and attitudes to **embrace and thrive** in pressure situations. Redefining team member mindsets so they welcome potentially negative situations as opportunities for excellence.

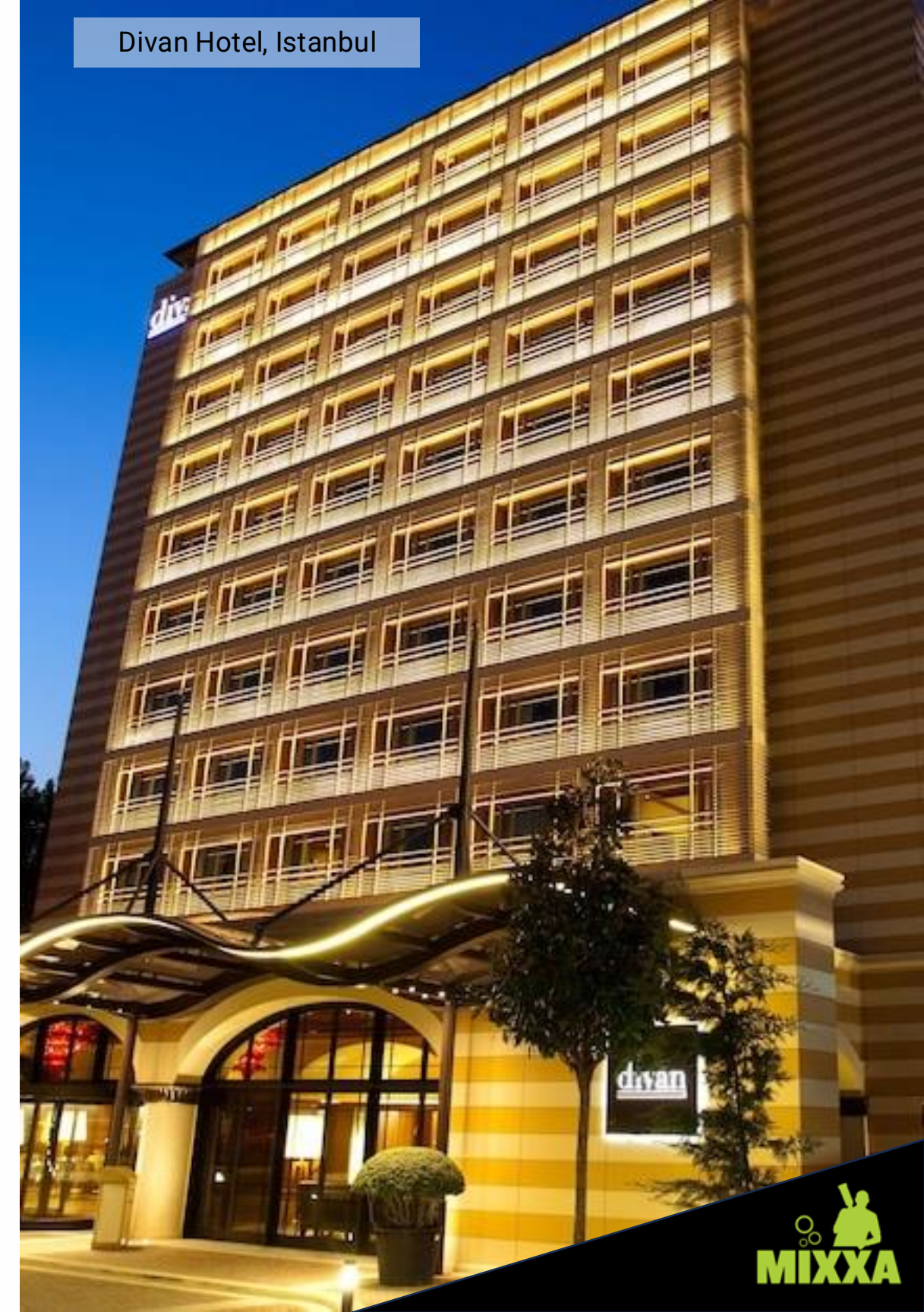
We enhance confidence and develop **anxiety-busting techniques**, so your team can transform negative guest experiences into unforgettable positive ones.

📄 Based on maximum training group size of 30 people. For larger teams, we recommend running additional sessions accordingly.

PROVEN RESULTS

# Case Studies

Real transformations. Measurable results. Here are some examples of how we've helped world-leading hospitality brands elevate their service to extraordinary levels.



CASE STUDY



HÔTEL *de* PARIS  
MONTE - CARLO

# Hôtel de Paris, Monaco

## Bar Américain — World-Class Service Masterclass

### The Challenge

Despite strong profitability, management felt the Bar Américain team were underperforming, delivering a passive service experience and overestimating their own standards, basking in the venue's reputation.

### The Solution

A bespoke programme built around the brand and its high-net-worth guests, transforming the service style from passive to fully proactive, consistently seeking opportunities to recommend, upsell and lead the experience.

### The Results

**12% lift** in guest feedback scores, **11% increase** in guest spend over the following season, and team member satisfaction increased by **10 points**.

CASE STUDY

# Exclusive Collection Hotels

Programme Title: Momentum

E<sup>✶</sup>CLUSIVE  
COLLECTION<sup>✶</sup>

## The Challenge

The Exclusive Collection sought to build an industry-leading, guest-centric service experience after freeing themselves from the AA star rating system, which they felt was dated and at odds with delivering outstanding contemporary experiences.

## The Solution

The *Momentum* programme ran for a full 2 years across all 1,200+ team members, from Housekeeping to GMs, across the 6-property portfolio, built around the single focus of "creating happy guests."

## The Results

Guest feedback and mystery guest scores rose to **95+** (from high 80s). Positive online reviews **tripled**. Staff churn reduced by **over 20%**. F&B upsells drove a **17% increase** in guest spend.

CASE STUDY

# Waldorf Astoria, Ras al Khaimah

## Guest Service Perfection Programme



WALDORF ASTORIA®  
RAS AL KHAIMAH

### The Challenge

The spectacular Waldorf Astoria sought to upgrade the guest service experience to match its world-leading facilities. The service needed to be more dynamic and charismatic to exceed guest expectations.

### The Solution

A programme reflecting cultural expectations that shaped a service format embracing confidence and personality within a charismatic, culturally respectful experience, focusing on interpersonal skills and psychological trigger points.

### The Results

Vastly improved guest feedback scores reflecting the impact of an **11% increase in F&B sales.**

CASE STUDY

# Bless Collection Hotel, Madrid

## Signature Guest Engagement Programme

# BLESS

H O T E L M A D R I D

### The Challenge

After a multi-million-euro refit, Bless Hotel Madrid needed a service experience to match the luxury of its F&B, facilities and accommodation, and to compete at the top end of a city with fierce competition.

### The Solution

A class-leading guest engagement programme developing proactive service skills alongside full recommendation and upselling capabilities, "Sales through Service" transforming a quality team into world-leading service providers.

### The Results

Bless Collection Madrid was rated **#1 hotel in Spain & Portugal** by Condé Nast Traveler and **#2 by Leading Hotels of the World.**

WORKING TOGETHER

# Training Approach

**We build your programme to deliver on your goals.**

The following options highlight how we can structure our working relationship for maximum impact.



STEP 1

# Mystery Guest Visit

We offer **two distinct assessment formats** to understand your current service landscape:

## Classic Mystery Visit

An undercover, real-time evaluation of your guest experience through the eyes of an expert, identifying service standards, team behaviours and guest journey gaps.

## Open Assessment Visit

Our presence is known, enabling thorough observation plus interviews with key personnel, exploring challenges, internal perspectives and team culture.



STEP 2

# Feedback & Solution Proposal

Following the assessment, we provide a **comprehensive feedback session** alongside a tailored solution proposal aligned with your brand values and business goals.

The proposal includes flexible options for:

- Programme structure and delivery format
- Session regularity and programme duration
- Measurable outcomes and KPIs

All designed to deliver **lasting impact** and full alignment with your service vision.



STEP 3

# Programme Development for Guest-Facing Teams

We design a fully immersive, motivational training experience tailored to your team, brand and service ambitions.

This bespoke programme is built to **dramatically shift team mindset**, redefine how individuals perceive their roles, and embed a confident, guest-centric identity across your front-line staff.

We develop interpersonal skills, deepen communication confidence, and equip teams to lead the guest experience with charisma and professionalism – fostering **intrinsic motivation** while driving significant uplift in sales through proactive, personalised service.



STEP 4

# Supporting Leadership Programme

The role of leadership is critical in **embedding behavioural change** long after training delivery.

We create tailored sessions for all levels of management, equipping them with the skills, insights and coaching tools needed to sustain momentum. These sessions reinforce team learning and help leaders actively drive the cultural shift towards proactive, guest-centric service.

Leaders become **confident ambassadors of change** – fostering continuous development, celebrating wins, and embedding new behaviours within the DNA of your business.



STEP 5

# Delivery of Programme

All Mixxa programmes are delivered personally by founder **Paul Martin** – one of the hospitality industry's most dynamic and motivational training specialists.

Paul brings high energy, deep industry expertise and a unique ability to inspire at all levels. Sessions are interactive, engaging and grounded in real-world hospitality experience.

His delivery combines **performance psychology, emotional intelligence and humour** to generate breakthrough moments that shift perspectives, unlock confidence and ignite action.

*This isn't training for the sake of training – this is a catalyst for lasting transformation.*



STEP 6

# Ongoing Support & Partnership

Training should never be a one-off event. Mixxa offers the option to remain involved in a **supportive role** following the initial delivery phase.



## Follow-Up Visits

Observe team progress in action and provide real-time feedback.



## In-House Resources

Creation of service rituals, micro-training modules and ongoing guest experience audits.



## Refresher Sessions

Reinforcement and management coaching clinics to sustain momentum.



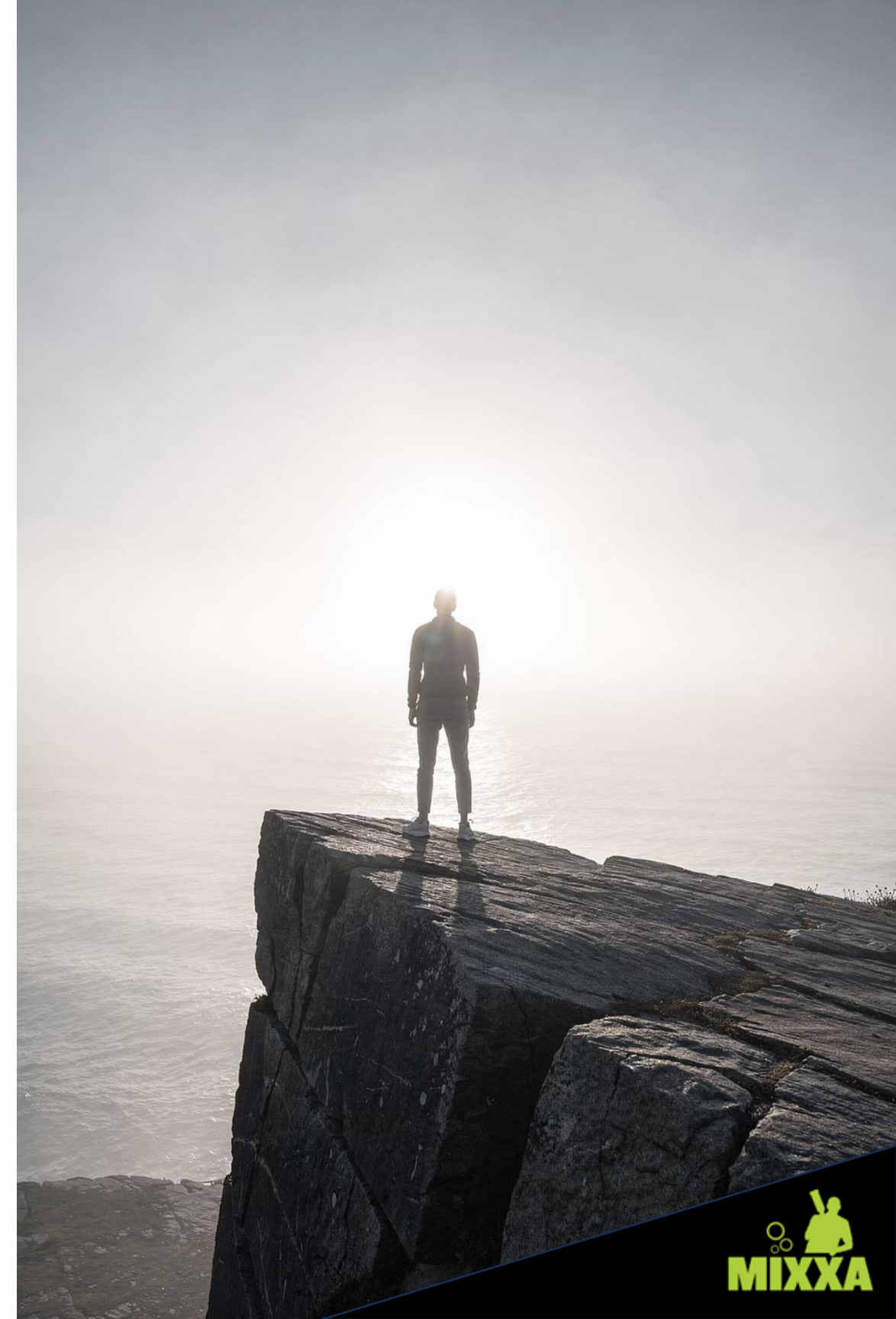
## Continuous Evolution

Structured involvement or occasional check-ins to keep standards rising.

# Ready to Take a Leap?

If you'd like to discover how we can work with you to instigate your own transformation, drop us a line and we'll arrange a **no-obligation call** to discuss your project and answer any questions.

**Thereafter, if you're interested, we'll prepare an outline proposal with options for moving forward.**



# Get in Touch



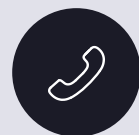
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