



# Information Pack 2022

Hospitality Training Consultancy





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# SOME OF OUR CLIENTS



# Other Industries want us too...

As a provider of top end hospitality training and development solutions, including world class customer service training, our services are also in demand with a range of other non-hospitality companies.

yahoo!



TESCO



sky

directlife  
life made simple

Sainsbury's



WAA  
/CHOSEN  
BUSINESS CREATIVITY™

BBC

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# We're NOT simply another training company

## We transform your teams in to exceptional service providers



**Mixxa Ltd is a specialist hospitality training consultancy. We specialise in the creation and delivery of bespoke transformation experiences designed to maximise individual team-member skill-sets as part of the delivery of exceptional brand wide experiences.**

With more than 30 years experience at the cutting edge of hospitality team development consultancy, our unique approach has delivered outstanding results for world leading hotel chains, cruise companies, bar groups, clubs and restaurants.

Whether working at board level, with senior & middle management or front-line staff, we design & deliver the most innovative and impactful training experiences resulting in our clients transformations to world leading guest experience providers, while enjoying powerful bottom line increases.



# Everything we do is driven by untapped human potential

We have a passion for evolving the customer service experience through the sophisticated development of knowledge, technique, confidence and interpersonal skills.

We take a creative, interactive and motivational approach, unique to Mixxa Ltd, that reveals an individual's genuine potential and then helps them to achieve that potential.

Through exposure to our uniquely designed and tailored immersive programmes we dramatically transform your teams performances with a permanency that lives on and evolves beyond the training experience.

Our goal is to create a significantly enhanced guest experience. One that becomes synonymous with your organisation and that infects your team members with passion, enthusiasm and the confidence to operate in the rarefied atmosphere of delivering genuinely world-class guest experiences.



# Paul Martin



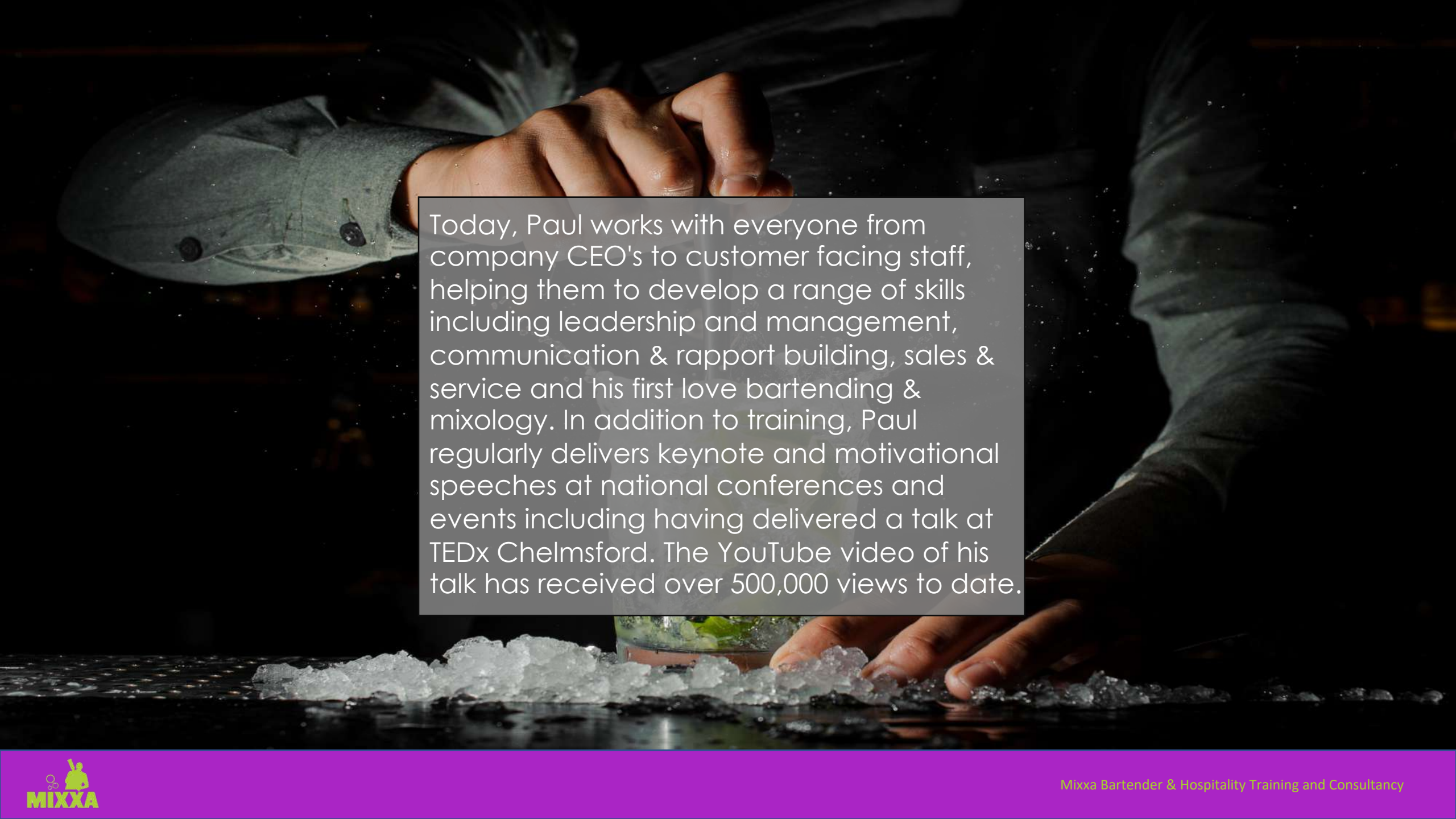
Paul's career in hospitality training began over 30 years ago as a bartender and then bar owner. After selling his business in 1994 he went on to become a pioneer of the modern day cocktail & mixology consultant, establishing himself as one of the very first cocktail advisors to the UK spirits industry.

A period of working as a drinks industry consultant and trainer followed, during which time he set two mixology world records, won 7 global mixology titles and published 4 top-selling cocktail books. Running alongside his hospitality training activities Paul also began a parallel career in the field of communication skills, running courses and workshops in verbal and non-verbal communication techniques.

His absolute passion for human communication also led to him qualifying to level 3 in British Sign Language, a subject that he has also gone on to teach. The combination of hospitality training expertise and communication skill training evolved in to Paul delivering genuinely unique workshops and master-classes on the delivery of world-class service skills both inside and outside the hospitality industry.







Today, Paul works with everyone from company CEO's to customer facing staff, helping them to develop a range of skills including leadership and management, communication & rapport building, sales & service and his first love bartending & mixology. In addition to training, Paul regularly delivers keynote and motivational speeches at national conferences and events including having delivered a talk at TEDx Chelmsford. The YouTube video of his talk has received over 500,000 views to date.

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

**We transform your guest experiences while profoundly increasing your bottom line – period!**





# Popular Programme Topics

Evolving skills & standards, increasing spend & profits



## Ultimate Bartending

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A fully immersive programme covering the entire range of practical and soft skills required to deliver genuinely world class bar experiences that drive reputation and increase sales.



## Cocktail Bartending & Mixology

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Cocktail focused programmes for all levels (beginner to advanced) designed to expand and develop the mixology skills of your teams, resulting in industry leading guest experiences.



## World Class Guest Service

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Creating exceptional guest interaction experiences and guest-centric behaviours through the development of advanced 'people skills' and proactive service techniques.



## Up-selling & Recommendation

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Profoundly increasing sales through the development of targeted proactive service skills. 'Sell without selling' through the delivery of first class guest experiences.

# Popular Programme Topics

Evolving skills & standards, increasing spend & profits



## Psychology of Influence

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Pressing our guests psychological 'buttons' through the use of creative language, expressive communication & knowledge. Exceptional experiences leading to bottom line growth.



## Mind-Blowing Table Service

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Leading a proactive dining experience through attentive, knowledgeable and enthusiastic table service techniques driven by suggestion, recommendation and rapport.



## Communication Skills

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Cultivating your team's ability to charismatically communicate with your guests at an advanced level through confidence, skill and technique development, transforming the guest experience dynamic.



## Other Training Courses

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In addition to these popular topics, we run a broad range of bespoke programmes tailored to your specific operational goals and transforming the service proposition. Reach out for more information.



# Additional Bar Consultancy Services





## **Bespoke signature cocktail development**

The development of tailored cocktail creations, unique to your venue, using modern mixology techniques and ingredients, to create 'Instagram' worthy moments.

## **Tailored cocktail list development**

Advising on the selections and choices of the finest contemporary and classic cocktails upon which to build a cocktail list that reflects the character and personality of your venue whilst acknowledging the tastes and social behaviours of your clientele.

## **Cocktail bar design & build**

In conjunction with our partners at Court Catering, we offer a full bar design & build advisory service to create the perfectly bespoke environment for your bar team to operate at their maximum potential.

## **Team recruitment**

Training is important but recruiting the right people is even more so. We offer a recruitment advisory service helping you to identify and attract the very best people for your roles.





# What Next?

If you would like to take the first step towards discovering how we can work with you to instigate your own transformation, drop us a line and we can arrange a **no obligation call** to discuss your project and answer any questions that you may have for us.

Thereafter, if you are interested, we'll prepare an outline proposal that provides you with options for moving forward.

Contact details follow....



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