



Mixxa Information Pack 2023
Sales & Customer Service Training
Inspired by Hospitality Expertise



Index

- Slide 3 Some of our hospitality clients
- Slide 4 Clients from other Industries
- Slide 5 We're NOT simply another training company
- Slide 6 Our approach
- Slide 7 Paul Martin
- Slide 11 5 Key Pillars to spectacular customer service
- Slide 17 Workshop & Program formats
- Slide 21 Bespoke options & example program topics
- Slide 24 Gateway to success report
- Slide 25 Case Studies
- Slide 29 Guide to fees



Some of our hospitality CLIENTS



Other Industries want us too...

As a provider of top end hospitality training and development solutions, including world class customer service training, our unique approach to **customer service and sales training** is also in demand with a range of other non-hospitality companies.



We're NOT simply another training company!

We transform your people in to exceptional service providers & sales teams



Mixxa Ltd is a specialist hospitality & retail training consultancy. We excel 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 & retail team development consultancy, our unique approach has delivered outstanding results for world leading hotel chains, cruise companies, retail 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, delivering industry leading customer experiences, 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, 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 team's performances with a permanency that lives on and evolves beyond the training experience.

Our goal is to create a significantly enhanced customer 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 top-class customer experiences.



Paul Martin

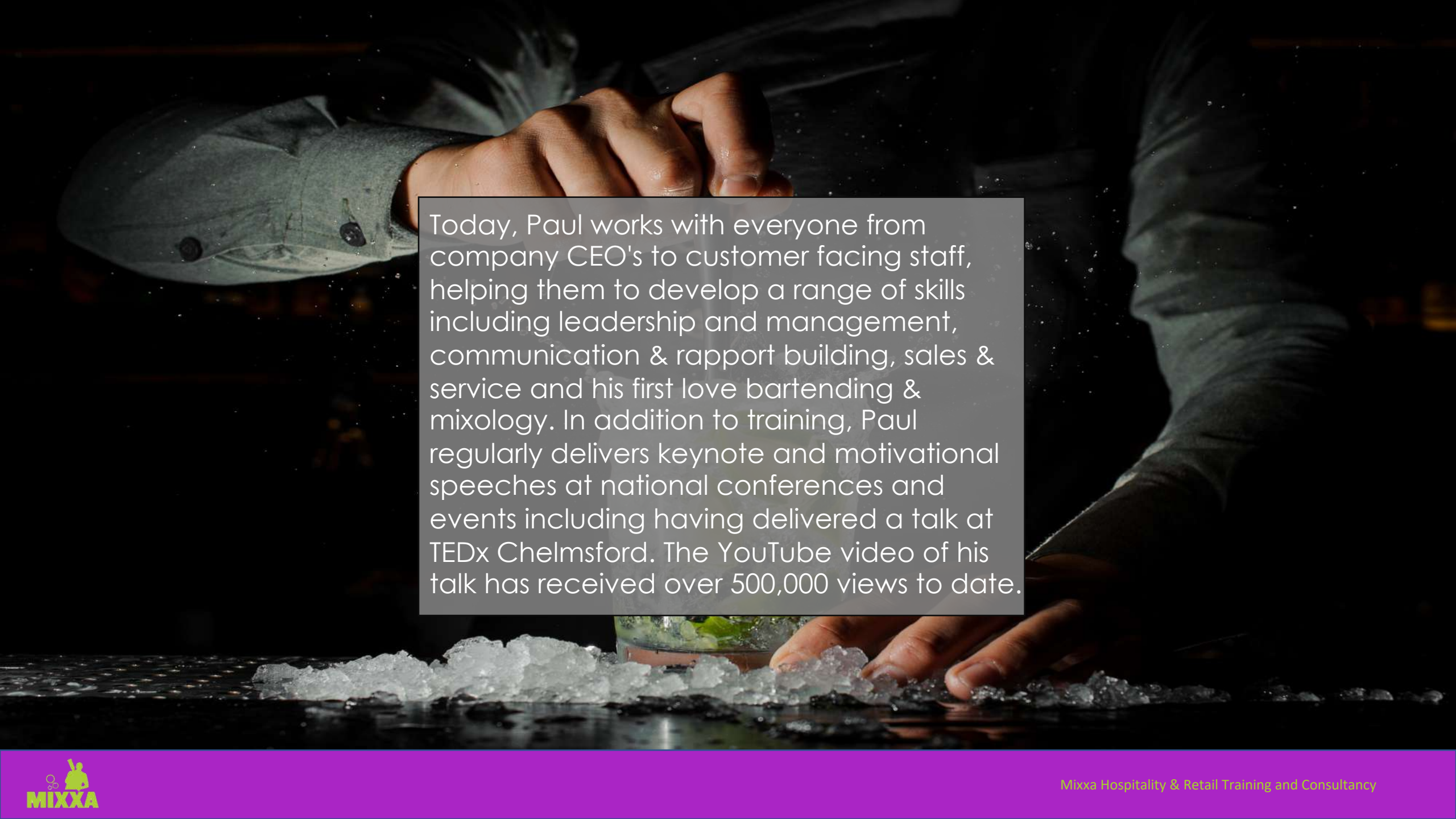


Paul's career in hospitality & retail training began over 30 years ago as a bartender and then bar owner. After selling his business in 1994 he went on to become a pioneer of the modern day cocktail & mixology consultant, establishing himself as one of the very first cocktail advisors to the UK spirits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

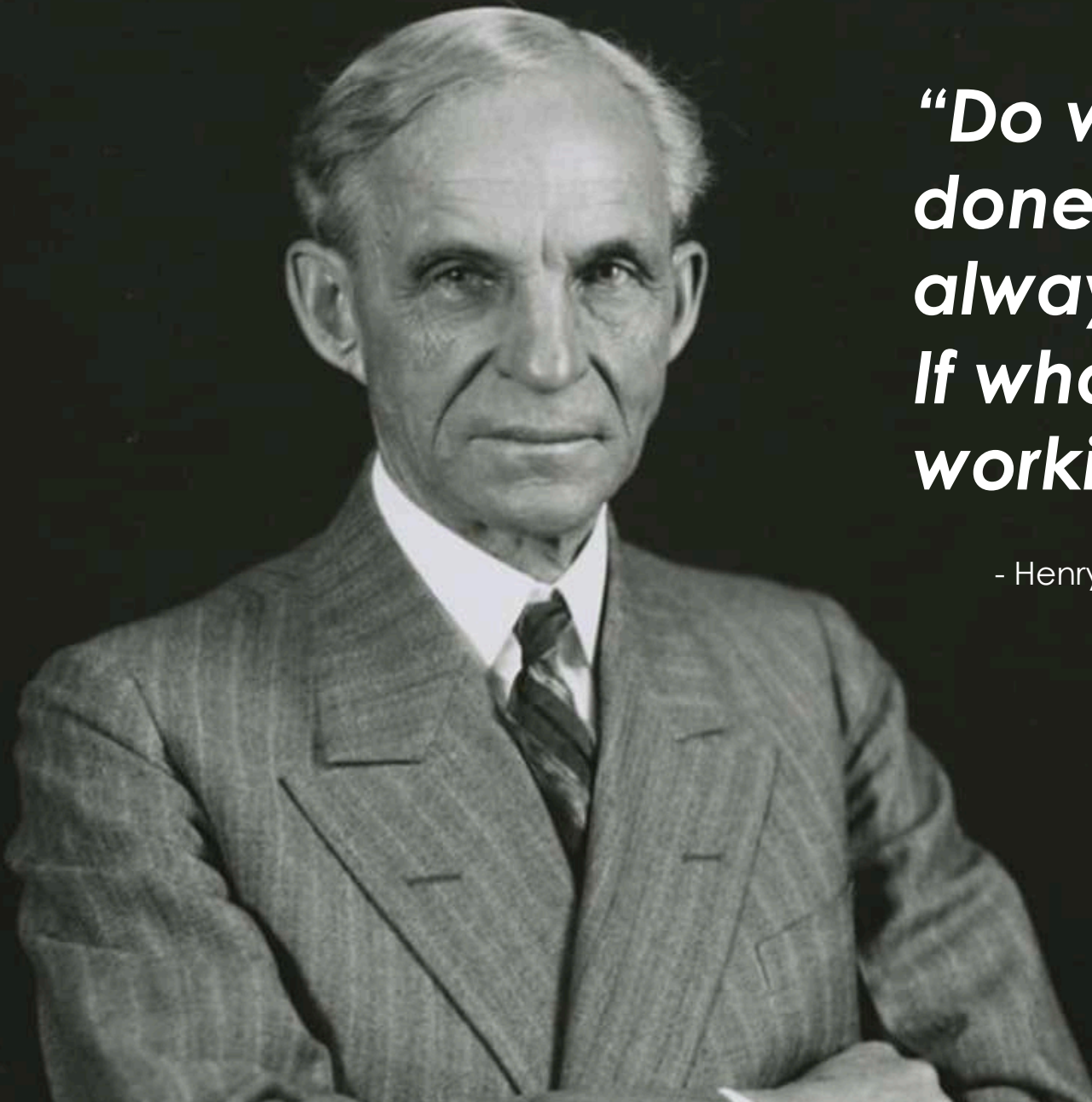
A period of working as a drinks industry consultant and trainer followed, during which time he set two mixology world records, won 7 global mixology titles and published 5 top-selling cocktail books. Running alongside his hospitality training activities Paul also began a parallel career in the field 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 & sales 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.



***“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

At Mixxa we build our workshops
and programs within the
framework of our core
development philosophies....



5 Key Pillars of Spectacular Service

Pillar 1: Repositioning Team Member Service Roles

One of the biggest reasons hospitality businesses fail to deliver genuinely high-end service experiences is the assumption on the part of the service team that the guests know what they want! The truth is, when you work from a first principle of the guest knowing what they want, it not only becomes very difficult to make suggestions & recommendations, offer advice & lead the experience, it becomes almost impossible to recognise the moment to do so. We work with your teams to help them drop this major incorrect assumption and then employ the proactive, opportunistic approach that underpins the entire concept of delivering high-end service experiences. Additionally we will instil a mindset where team members are incentivised to adopt proactive service practices resulting in them establishing strong foundations for self-motivation and continued self development, leading to a culture of dynamic high-end service embodied by the whole team. By doing so you'll witness the dramatic change in their behaviour from no action to pro-action.



Pillar 2: Developing Opportunistic Mindsets

The truth is, the vast majority of hospitality businesses are still locked into a passive & reactive method of delivering service where they wait and then respond to their guests lead. Ultimately, this leaves the guest to define the service experience. We work with your teams to transform this behaviour from passive & reactive to an opportunistic & proactive approach to delivering high-end service, where your team members will use their expertise and skills to lead and shape the guest journey, recognising and reacting to every opportunity for improved guest experience, enabling a culture where they are able to guide experiences, introducing 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 truth is, the very act of 'selling' runs counter to the process of delivering a high-end service experience. Accordingly, we'll help your teams to focus on building a personalised experience where recommendation and suggestion is framed within the service experience as a whole and is motivated solely by providing your guests with the most unexpected high-end experiences possible. As a result, both the service experiences and sales will begin to evolve, becoming genuinely world leading.



Pillar 4: Influential & Emotive Communication


When it comes to delivering genuinely high-end service experiences, including making highly skilled recommendations and suggestions, the truth is that most people don't realise that the language they use to communicate their intentions can make the difference between guests feeling either engaged or the exact opposite. We will develop your teams understanding of emotional communication alongside an understanding of the psychology of the guest decision making process, so they can tailor their communications to your guests emotional triggers. By doing so their suggestions, recommendations and interactions can become the bedrock of an exceptional high-end experience.



Pillar 5: Emotional Connection

Far too often, the pressures of work take precedence over taking the time to build rapport with our guests. And yet, it's the building of rapport, connecting with our guests on a profound human level, that opens the door to genuinely high-end service experiences. No matter how much traditional skill training you may put your teams through, if they lack warmth, humour, passion and the ability to connect, it means that there is a limit to what can be achieved in terms of increased guest satisfaction and improved sales and profits. We work with your teams to help them develop in to strong, confident communicators who are fully skilled in building genuine rapport with your guests. This provides the foundation for all the other engagement and interactive service skills that will combine to create uniquely luxurious service experiences, that result in happier guests having their expectations genuinely exceeded and realigned.





Popular Workshop & Program Formats

Our training and development experiences can range from single 1-day masterclasses & workshops, through to fully in-depth 5-day programs. The following are examples of our most popular formats.

Workshop & Program Formats



One-Day Workshop

A single day, skills workshop designed with a focus on specific, agreed skill areas in relation to the upskilling of team members within a designated role.

- Client brief meeting (option for gateway to success report)
- Select skill subject areas and develop workshop content in line with client's operational goals
- Create interactive workshop & presentation for target audience of max 30 pax*
 - Deliver workshop on agreed date

*Once group size exceeds 30 pax, we recommend running additional sessions accordingly. e.g. 75 pax = 3 x 1-day workshop of 25 pax

Workshop & Program Formats



Three-Day Deep Dive Workshop

A three-day, deeper skills workshop experience designed with a broad focus of skill development, with a focus on upskilling team members across the full breadth of their role.

- Everything included in the one-day workshop plus..
 - Option to run a live pre delivery pilot session*
 - Post pilot workshop amendments if required.
 - Deliver workshop over 3-day period.
- For groups of >30 pax requiring multiple workshops, integrated delivery available to aid operational demands**

*Pilot sessions are offered for longer programs (3-day & 5-day),

**Integrated delivery is designed to limit the time periods that team members are out of the business.



Workshop & Program Formats



Five-Day Intensive Development Program

A five-day, intensive masterclass skills development program. These programs are designed with a deep skill development focus, with a high level of interactive consolidation activity designed to permanently transform team member mindset & behaviours within their role.

- Everything included in the 3-day workshop plus..
- Creation of extensive skill development activities within the 5-day framework
 - Deliver workshop over 5-day period.
 - For groups of >30 pax requiring multiple workshops, integrated delivery available to aid operational demands*

* Integrated delivery is designed to limit the time periods that team members are out of the business.



Our Bespoke Training Options

All of our workshops and programs are built within the framework of our '5 Key Pillars' and are structured around our key skill training topics. Topics are selected and tailored depending upon program length, client goals, current level of team member skill/expertise, client's target audience & more.

Following are a selection of topics and skill areas that workshops and programs may be built around.



Mixxa Key Topics & Skill Areas

As an example, the following are amongst the most popular key skill training topics. Workshops and programs can be built around a specific skill topic related to a specific operational goal or can incorporate multiple topics within a broader development program. This is not an exhaustive list.

- The Psychology Of Influence
 - Creating Instant Rapport
 - Advanced Communication Skills
- Upselling & Recommendation Through Proactive Service
 - The Power Of Creative Language
 - Building Lasting Impactful Relationships
 - World-Class Customer Service

A scenic view of a tropical island with a thatched hut on stilts over turquoise water. A person is kayaking in the foreground. The text 'Try our Gateway to Success Report' is overlaid on the left side of the image.

Try our Gateway to Success Report

Gateway to Success Report

For clients without an established brief, and who would like a clear third-party overview of the current state of their service experience along with team member assessment and an outline of development opportunities.

A full assessment of your current customer experience including a comprehensive overview of your team's current skill and service levels. Includes outline proposal options for development programme solutions.

We'll visit your chosen venues as a mystery shopper and perform a full assessment of the current service experience. There'll be a strong focus on service style, missed opportunities, team member skill levels and the potential for growth and development.

Thereafter, we'll provide you with a report outlining all of our findings, that in addition to the above will specifically identify the opportunities for team development.

Likewise, contained within the report we'll propose solutions for the development process. We highlight our recommended options for comprehensive programmes designed to maximise the impact on our clients customer experience delivery along with the associated impact on increasing the bottom line.

Case Studies



BLESS

COLLECTION HOTELS

Case Study – Bless Collection Hotel Madrid Signature Guest Engagement Program

The Challenge: After a multi-million Euro refit, the extraordinary Bless Hotel in Madrid needed to deliver a service experience that matched the luxury of the hotel's F&B, facilities, accommodation and prices. While service was already of a high standard, it needed to be exceptional in order to complete the Bless proposition and move the hotel to the top end of hotel rankings in a city where the competition is strong.

The Solution: Mixxa designed and delivered a class-leading guest engagement program with a focus on developing the proactive service skills of the F&B teams along with the full development of their recommendation and up-selling skills (Sales through Service). The program resulted in the transformation of a quality team into a group of people delivering genuinely world-leading service experiences.

The Results: Subsequent to the program, Bless Collection Madrid was rated as #1 hotel in Spain & Portugal by Condé Nast Traveler and #2 by Leading Hotels of the World.



Case Study – Volkswagen Commercial Vehicles UK Every Moment Matters

The Challenge: To create and deliver a fully interactive customer engagement program titled *Every Moment Matters* for the Volkswagen Commercial Vehicles group, to be delivered across the entire national network of dealerships. The goal was to lift the brand's standing in the national league table for customer experience. They were sitting in 5th place prior to the commencement of this program.

The Solution: Drawing from our experiences of developing many of the top performing hospitality teams, we worked on repositioning their WCV team's understanding of customer engagement and their individual roles within that framework. Thereafter, we worked to develop their engagement & communication skills while building new attitudes to delivering top-end customer experiences.

The Results: As a result of this program, WCV moved to 2nd in the aforementioned league table and the program was shortlisted for a national training award.



Case Study – Sky TV Boost Your Hit Rate

The Challenge: We designed and delivered a national program for the BSkyB sales team titled *Boost Your Hit Rate*, with a focus on improving sales in the most challenging environment of all, namely 'pop-up' stands. In this instance, the BSkyB model was to capture potential customers while they are going about their daily activities and moreover, when they were not specifically looking to purchase a TV subscription.

The Solution: Accordingly, we developed a program that built on the teams rapport building & connections skills within their 'cold' approach context. Thereafter, we looked at techniques for developing 'instant' trust whilst reframing the presentation of the product so that the customer experience felt less 'sell' and more 'service'.

The Results: The program was a significant success for the BSkyB sales teams with increases in close-rates ranging across the country from 12% up to a massive 47% in the Northern Ireland region.



Guide To Fees

All Mixxa training fees are based on an initial workshop covering all research, development & delivery costs with follow up fees for the delivery of additional repeat sessions.

Initial fees are inclusive of:

Mystery guest site visit

Subsequent report and recommendations

Development of bespoke training program

Delivery of live training program

Follow on fees are for the repeat delivery of the agreed program/workshop (eg. For a group of 90 pax, this would require 3 workshop/programs based on max 30 pax. In terms of fees this would be 1 x initial program fee + 2 x follow on fee)



Guide To Fees

The following fees are based on a maximum training group size of 30 pax per workshop or program. The per person per day price shows the individual training cost per individual, based on full occupancy of the workshop.

1-day workshop	Initial fee (first workshop)	£2750	(£91 per person/day)
	Follow on fee (per additional workshop)	£1000	(£33 per person/day)
3-day deep dive workshop	Initial fee (first)	£4750	(£53 pp/d)
	Follow on fee (additional)	£3000	(£33 pp/d)
5-day intensive program	Initial fee	£6750	(£45 pp/d)
	Follow on fee	£5000	(£33 pp/d)

All expenses are charged at cost. Mileage at revenue rate. VAT at standard rate.



Guide To Fees

Client defined budgets

We regularly (more often than not) work with clients to build dedicated programs, tailored to their specific operational goals and that fit within their pre-defined training budget.



Ready to take a leap?

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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