



iperform
solutions

Butler Development Program



1	Introductions <i>'Introductions' establishes credentials of the facilitators, begins building a team with the participants and a rapport with the facilitators</i>
i	Introduction to i perform
ii	Introduction to the Facilitators
iii	Ice breakers / getting to know you

2	The Butler <i>Defining the position of BUTLER within the environment 'The Butler' reinforces existing standards and philosophies and establishes the attributes and expectations of the Butler position and how this translates to each individuals' actions & behaviour</i>
i	Butler service - Why have a Butler service? Creating - WOW!
ii	Butler service - Focus on the Guest
iii	Introduction to Butler service - job description / expectations
iv	The discretion of a butler
v	Hierarchy & reporting
vi	Departments - Who will support the Butlers?
vii	Butler Standards – Grooming
viii	Butler Standards – Service
ix	Importance of the attention to detail
x	Behaviour in suite and onsite
xi	Security, safety & general OHS

3	The Butler Team <i>Learning the importance of providing a seamless service 'The Butler Team' focuses on the acceptance of responsibility by each Butler, contributing to the teams' accountability for delivering successful outcomes and positive experiences for each guest</i>
i	The Butler TEAM - communication and working as a team
ii	G.O. T.O. (Guest Outcomes - Team Outcomes) - the 'Seamless Service'
iii	Accepting responsibility & accountability - ("yes" means YES)
iv	Discretion & trust & honesty
v	Utilising resources / delegation / follow up / outcome & accountability
vi	Prioritising tasks / guests
vii	Team building



COMMUNICATION	
4 a	<p>Greetings & Farewells <i>As the first and lasting impression of every guest 'Greetings & Farewells' equip each Butler with effective phrases, actions and protocol to confidently and sincerely welcome, introduce and farewell guests - creating an appropriate sense of attention</i></p>
	<ul style="list-style-type: none"> i Accessing, remembering & using names ii Arrivals - welcoming & sincere greetings iii Greeting & addressing guests - who & when & how iv Shaking hands - when and how v Offering and receiving business cards vi Using official titles vii Introducing people - when and how viii Assisting guests in / out of transport ix Escorting guests to / from lobby x Cool towel arrival service xi Opening & closing doors xii Departures - check list xiii Departures - memorable & sincere farewells xiv Accepting tips
4 b	<p>Inter-personal Communication <i>'Inter-personal Communication' skills are essential to each Butler's success, allowing them to assess the required level of attention and establish an appropriate rapport to provide effective outcomes for each guest experience.</i></p>
	<ul style="list-style-type: none"> i Presenting the butler's role to guests ii Effective questioning techniques iii Body language - the butlers & the guests iv Anticipating & assessing level of guests needs v Accepting guests requests vi Assessing outcome of request - assessing guests satisfaction vii Problem solving viii Complaints - effective & successful handling ix Confidence in talking with guests
4 c	<p>Technical Communication <i>By learning effective techniques to communicate with guests on a daily basis 'Technical Communication' develops the Butlers' conversational confidence and prevents miscommunication</i></p>
	<ul style="list-style-type: none"> i Correct spoken / written phrases & terminology ii Using the international NATO phonetic alphabet iii Telephone etiquette & techniques iv Messages - taking messages / conveying messages v Writing notes - when and how vi Knowledge of local & international current affairs



5	Cultural Awareness <i>Dealing with guests from diverse backgrounds it is essential for Butlers to develop a fundamental 'Cultural Awareness' to ensure understanding and correct protocol is applied. Presenting one's own culture enhances the guests' experience by developing a rapport with the Butler and an understanding of the surrounding environment</i>
i	Cultural awareness
ii	Addressing customs, cultures, etiquette, protocol
iii	Sourcing knowledge & introducing local culture & customs & festivals

6 FOOD & BEVERAGE

6 a	Food & Beverage – Service <i>'Food & Beverage - Service' provides the essential advanced service terms, knowledge and skills required by Butlers providing a personal service to guests within a private setting</i>
------------	--

i	Introduction - Butler Food & Beverage duties
ii	Menu knowledge - food items
iii	Culinary terms
iv	Wine knowledge & terminology
v	Wine service and decanting
vi	Appropriate conversation
vii	Serving drinks: wine, champagne, cocktails
viii	Tea - types, making and serving
ix	Coffee - styles, terms, making & serving
x	Seating guests
xi	Serving - Silver Service & Plated Service
xii	Serving - Tray service
xiii	Serving – In-Suite / Private setting dining
xiv	Clearing and carrying plates
xv	Morning / evening beverage service
xvi	Breakfast / buffet service

6 b	Food & Beverage – Stewarding <i>'Food & Beverage - Stewarding' equips each Butler with the technical knowledge and skills for ensuring the correct usage and care of tableware and the ability to create elegant table settings.</i>
------------	--

i	Glassware - identification / usage / cleaning / storage
ii	Flatware - identification / usage / cleaning / storage
iii	Dinnerware - identification / usage / cleaning / storage
iv	Napery - identification / usage / cleaning / storage
v	Table settings



7 Concierge

As a guests' major source of information the Butlers' 'Concierge' organisational skills are developed and resources are identified to ensure Butlers are equipped with the necessary means and knowledge to confidently and effectively fulfill guests' requests

i	Introduction - Butler Concierge duties
ii	Departments - Who can help
iii	Creating & confirming quest preference / guest history
iv	Creating moments of luxury - exceeding expectations
v	Creating & confirming guests' daily itinerary & agendas
vi	Identifying and recommending local restaurants/ attractions/ shopping
vii	Restaurant bookings - make & confirm
viii	Event / day trip / transfer bookings - make & confirm
ix	Travel bookings - make & confirm
x	Special requests / delivery - make & confirm order
xi	Luxury brands / Luxury items
xii	Gift wrapping
xiii	Newspapers - preparation & delivery
xiv	Themed events & setting - types of themes
xv	Directing / Escorting guests

8 Housekeeping

To ensure standards of villa / suite presentation are constantly maintained 'Housekeeping' skills are established. Whether inspecting or preparing a suite for guests the Butler is able to personally implement the required

i	Introduction - Butler Housekeeping duties
ii	Cleaning - check-in
iii	Cleaning - stay-over
iv	Bed making - check-in & stay-over
v	Amenities & linen - check list & arrangement
vi	Evening turndown service
vii	Guest arrival - villa / suite checklist
viii	Villa / suite inspection - villa / suite checklist
ix	Welcome amenities / special request – checklist
x	Creating special environments
xi	Safety & security - (incl. entering & departing)



9

Valet

Butlers learn how to provide personalised 'Valet' services for guests concentrating on clothing care, packing services and personal services

i	Introduction - Butler Valet duties
ii	Assist with coats / jackets / shawls
iii	Clothes brush - use & care
iv	Brushing jackets
v	Ironing - trousers / skirts / shirts
vi	Hanging / airing clothes
vii	Folding clothes - trousers / skirt / dress / shirt / socks / tie / personal
viii	Packing - suitcase / overnight bag / hand luggage / hanging bag
ix	Unpacking guests luggage
x	Storing clothes in wardrobe
xi	Guests' laundry - receiving & returning
xii	Polishing shoes
xiii	Tying a necktie / bowtie
xiv	Preparing a guest bath
xv	Quick Fix - sewing buttons / mending hems
xvi	Emergency items – checklist
xvii	Valet checklist

10

Theory and practical assessments

Participants undergo a fundamental theory and practical assessment at the end of the training schedule. The Facilitators provide an assessment score (in both theory and practical) highlighting those who have excelled and those who may need further guidance