



Guest Service

Ski teaching is about people. A memorable mountain experience for clients is primarily based on their contact with their instructor and then on the technical aspects of skiing.

To attract and retain customers, the ski experience must represent value to the buyers. The instructor must put clients at ease and cater to their desires.

The majority of ski lessons are taught from entry to intermediate level skiers and children. These are opportunities to create lifelong participants in the sport. The time instructors spend with their clients is an asset to the sport of skiing and resorts.



Choose Your Attitude

Attitude has much to do with success. It makes the lesson more rewarding for both teacher and student. Transmit your enthusiasm for the sport. Engage and motivate your clients and bring them back for more.

Make it Fun

- Achievable goals ensure success.
- Lots of skiing avoids boredom and impatience.
- Motivate with key words: "Good job! Keep up the good work! You're doing better! I have faith in you! etc."
- Avoid situations that are frightening, embarrassing, or dangerous.
- Keep humour tasteful.

Share an Experience

Skiing is a dynamic activity in the great outdoors. Discover and share the skiing experience. Share knowledge about the skiing environment with your customers.

- Ski area layout and navigation;
- Ski area history and operations;
- Natural history/local interest; and
- Snow conditions, environment and weather.

Be There for the Guest

Each interaction is unique and potentially memorable for you and your clients. Enjoy your time together and converse with them. Your engagement demonstrates that you are there for them.

Guest Service Opportunities

Lessons are filled with guest service opportunities. Learn to recognize and anticipate them. Here are some examples:

- Greetings and introductions.
- Conversing while going to the learning area.
- Helping with equipment.
- Monitoring safety.
- Ski lift conversations.
- Helping if they fall.
- Patience and encouragement.
- Handshake and goodbye.

Sales and Client Building

Creating 'return business' is valuable to snow schools, and it benefits instructors with more work and pay incentives. To some degree, ski instructors can also determine which type of clients they will teach. Selling more lesson time is a skill, and nurturing a long term clientele takes commitment.

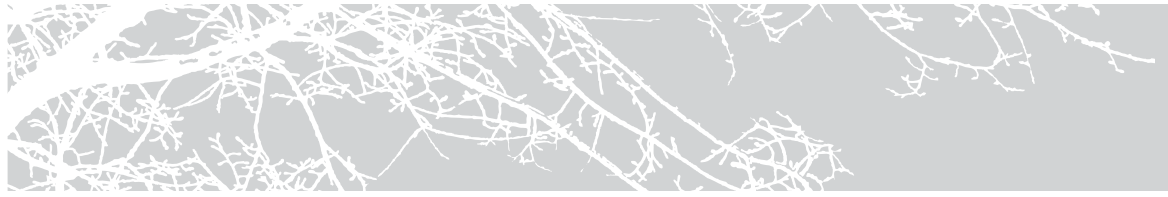


Guest Service Checklist

- Introduce yourself and learn names.
- Be friendly and put clients at ease.
- Explore expectations and background of students.
- Customize approach to their needs.
- Warm-up and evaluate fitness and mental state, technical skills.
- Teach for results — student-centred.
- Finish on a positive note.
- Individual wrap-up, establishing goals for the next lesson.
- Hand shake and good-bye.

Client Building Checklist

- Use lift and lesson time to assess students' needs and wants.
- Give students a sense of accomplishment, with 'feel-good' terrain and encouragement.
- Manage time well for pleasure and learning.
- Explain your approach and its benefits.
- Summarize progress and indicate directions for continued development.
- Indicate your availability.
- Shake hands and give a business card.
- For children's lessons, speak with parents at the assigned meeting area.
- For long term clients, exchange contact information and stay in touch in the off-season.
- Accept tips gratefully and professionally.



People Skills and Communication

Feeling at ease with people and communication can be challenging. Ski instructors communicate daily with clients and resort staff. Ski school sessions, ski week groups, special groups and functions, and certification courses all provide opportunities to develop confidence and effectiveness.

Make People Feel Important:

- Use their name.
- Identify their needs and wants.
- Involve them in decisions and tell them how they will benefit.
- Thank people sincerely.

Be an Agreeable Listener:

- Smile — it relaxes people and makes them more receptive.
- Look at the person who is talking.
- Listen intently without interrupting.
- Avoid argument and admit it if you are wrong.



Use Kind Words and Compliments:

- Ask questions that invite a positive response.
- Be sincere and specific in your praise.
- Praise the performance not the person.
- Invite suggestions for improvement.

Show Pride and Enthusiasm for What You Do:

- Good actions prevent disagreement or unhappiness.
- Respect is gained on merit and not at the expense of others.
- Sharing your passion for skiing is the best way to create skiers.

Speaking and Body Language

Your voice and body language reflect your state of mind and character. Speaking too quickly, failure to enunciate and speaking in too high a pitch transmit insecurity. Verbal skills can be improved through preparation, breathing slowly and practice.

A good voice is:

- Easily heard, loud enough.
- Calm and pleasant.
- Natural and sincere.
- Dynamic, with strength and conviction.
- Expressive, conveying emotion and shades of meaning.

Gestures and physical behaviours are also forms of nonverbal communication. Therefore, body language can either strengthen or weaken a message.

- A pleasant, smiling expression creates a relaxed, receptive mood for the listener.
- Create focus and punctuate the delivery of the message with well timed gestures. Unnecessary movements are distracting and can unsettle the listener.
- Eye contact is a powerful tool and expresses interest, sincerity, honesty and confidence. It establishes a bond and helps evaluate if the audience understands and is interested.

Communication Checklist

- Use two way communication and involve everyone in decision making and learning.
- Ask questions that help discover solutions.
- Use simple cues and key words as reminders.
- Give time to absorb and integrate information.
- Ride lifts with all clients.
- Give instructions to small children at eye level.