



Triple-A Hospitality English Certification Program 3A酒店英语认证课程

Better Jobs 常 Better Employees I Better Service り 更好的就业机会。更好的员工。更好的服务。 TEXTBOOK

The Language of Hospitality



Self assessment

- 1. How does it feel when someone seems rude to you?
- 2. What are some basic phrases you expect service employees to say to you every time you stay somewhere or purchase something?
- 3. On the phone, do you speak differently to friends than you do to others?
- 4. Why is it important to use formal language when emailing someone you don't know very well?

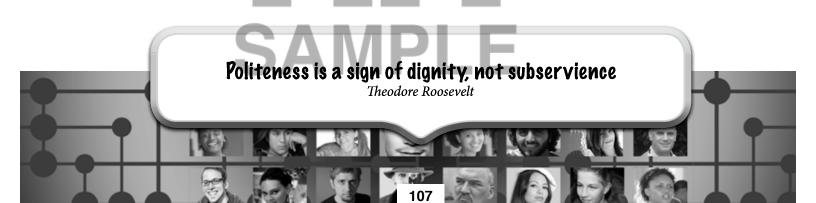
Learning Objectives

- ✓ Ensure the language of hospitality is not lost in the technical processing of guests.
- \checkmark Use the five essential phrases in international service.
- \checkmark Maintain professional language at all times
- \checkmark Learn essential telephone skills and phrases.
- \checkmark Develop professional language to handle complaints or give directions.
- ✓ Ensure emails communicate information directly. Use the K.I.S.S. principle.

Getting to	Featured Department: Admi Careers in hospitality:	nistration / Front Office
know the hotel	Reservations Agent ★ PBX operator	Sales & Marketing Manager

Introduction

Today's technologies allow us to be able to "process" guests through the essential parts of their stay. This includes checking in, checking out, finding amenities, or simply ordering room service through their mobile phones! The benefits are obvious, but there are dangers as well. When we streamline processes, we can easily "streamline" our speech with guests and interdepartmental coworkers. In doing so, we lose the language of hospitality.



7.1 The five essential phrases every guest should hear



You made eye contact. You smiled! You made good use of open body posture. Now remember how important it is to use the correct language. Our guests will feel comfortable, and want to come back.

The five essential phrases of hospitality:

Welcome
 Thank you
 It's my pleasure to...
 Is there anything else...?
 We look forward to...

velk

vitejta

1. Welcome

A person who feels welcome will generally have a better first impression of you, and your hotel. This is why a wholehearted greeting is so important! It allows people to feel comfortable– as though they belong.

	Welcome	Welcome to	Accepting welcome	
Basic phrase	Welcome!Welcome back!	 our hotel! your second home in (city/ country etc.)! the best place for French cuisine in (city/ country etc.)! 	 Thank you! Thanks! Thank you very much! I'm happy/excited/ 	
Written/ formal	 We welcome you Our staff/ hotel/ welcomes you 	 Welcome to 	 glad to be here. I'm honored to be here. We're thankful to have been invited. 	

2. Thank you

Travelers will only come back to hotels where they feel their business is appreciated. We need to acknowledge them at every opportunity. Thank them at check in. Thank them after they eat in our restaurants. Thank them if they move out of the way of a valet or housekeeping cart. Thank them at check out. Thank them when they give feedback, either positive or negative. Thank them when they say nice things about the hotel or the area you live in. A simple "thank you" will go a long way in building relationships.

Accepting thanks

Accepting thanks in English doesn't translate well from Chinese. Many Chinese will say, "No", "No, thanks" or "No, thank you". A Chinese student of mine once explained the reason. He said that when you are trying to treat someone like family, or offer them good service in China, a "thank you" is not necessary. The gifts, favours or services are simply what one would do for their own family. However, saying, "No, thank you" will confuse an English speaker. Remember, in English, "No, thank you" means to decline something.

"Would you like some more tea?"

"No, thank you."

When receiving thanks, it's always best to acknowledge the sentiment by saying, "You're welcome" or "My pleasure."



	Thank you	Thank you for	Accepting thanks
Basic phrase	 Thank you. Thanks a lot! Thank you very much! You're so helpful. That's very kind of you. 	 your kind words coming here today! joining us! visiting our hotel! your cooperation. raising your concerns. your feedback. patience. 	 You're welcome! That's alright! No problem! Don't mention it. My pleasure!
Written/ formal	 I was pleased to (hear/ get something) from you. I greatly appreciate your kind words. We would like to express our gratitude. 	 spending the time to taking the trouble to help me, I do appreciate it. your consideration. your kind words. Many thanks for your cooperation. assistance. kind words. feedback. letter email. phone call. 	 It was my pleasure. You're most welcome. It was nothing. It was no trouble at all.

3. My pleasure

Visitors to a hotel generally have the mindset that their needs will be catered to. They usually expect (unconsciously) that the people delivering services do so with a level of enjoyment and pride. Having a service-oriented attitude is a must. That's why "It's my pleasure..." and similar phrases are so important. That positivity rubs off on the guest and makes them feel more pleased.





	My pleasure	Opposite feeling or opinion
Basic phrase	■ It's my pleasure to	■ I'd feel better if
	■ I'm happy to	■ I'd be happier with
Written/ formal	■ I'd be honored to	I'd welcome the chance to
	I'd be delighted to	■ I'd feel/ be more comfortable
	It would be my pleasure	if

**Note: Don't overuse "my pleasure". Many language learners will repeat this phrase too often. Try adding "really".*

Example: "Really, it was my pleasure. No problem at all."

4. Anything **and** everything

A service professional needs to find out if there are any more services the guest requires. You may think, "If they want something, they'll ask for it," but that's not always the case. Some hotel guests actually hold back for fear of seeming demanding– they don't want to be a bother or, at worst be seen to be causing problems. Asking if the guest requires further service shows you have the intention to make their experience as ideal as possible.

Basic phrase		Is there anything else?
	•	Is there anything else I can do for you?
		Is there anything more
Written/ formal		Would there be anything else you require (this morning/ afternoon/ evening)?
	•	Might there be something else we could do for you?
		Do you require further assistance with?

5. To look forward

A simple phrase can go a long way for creating a positive last impression of you and your hotel. By showing you anticipate their next visit, you confirm to them that they are welcome to come back. This may seem silly, but it really does make a person feel accepted!

Basic phrase	•	We're looking forward to seeing you again. / We look forward to having you again.
1	•	We hope you'll join us again soon! We'd love to have you back, anytime.
Written/ formal	I	We look forward to having you again as our guest.

*Note: "We look forward..." is more formal than "We're looking forward..."

7.2 Using professional language

A professional uses professional language! When working day in and day out it is tempting to shorten communication. Using improper phrases can seem unprofessional, even if said with a warm smile and eye contact. That vital first impression is less positive.

★ Avoid Using	✓ More Professional
Checking in?	Hello! Welcome to the (name) hotel. Do you have a reservation with us?
Hi! What do you want?	Good afternoon! How may I assist you today?
Next!	(establish eye contact) Welcome ma'am, please step up so I can assist you.
No problem.	It was my pleasure/ you are most welcome.
Sure / OK / yup / yeah	Yes / certainly / of course.
How's it going?	How are you?
Please hold.	May I put you on hold for a moment?
Do you understand?	Does that make sense?
Who are you?	May I ask your name?



Be sure of yourself

Sound confident when you are speaking. Using "I think it is" or "it should be" can leave the guest doubting the information you have given.

Use "it is". If you don't know for sure, let them know you'll find out the answer for them, "I'll check on that for you right now".

Other language to consider

Many people on business trips travel alone. Imagine a businessperson walking into your restaurant by themselves. By saying something like, "table for one?" you might as well be saying, "You are alone. No one wants to have dinner with you"... be welcoming.

X Avoid saying: Just one? / Table for one? / Anyone joining you?

✓ Try saying: Welcome to (restaurant name). Are you ready to be seated? / Hello! Are you ready to be seated?

*Note: They will usually let you know if someone is joining them, especially if you take them to too small of a table.

Telephone skills 7.3



Being able to communicate over the phone is essential for most positions in a hotel. Front desk agents dealing with English speakers are not the only ones who need to make sure they have good phone etiquette. In international hotels, staff will be from all over the world, and English will be the primary language used between departments.

Basic telephone etiquette

1. Phones should be answered within three rings

Having people wait a long time can give them a negative impression.

2. Use professional body language even though you are on the telephone

Your smile shines through and people can actually "hear" it in your voice. Sitting or standing

up straight helps your posture, which affects how you sound on the telephone.

3. Politeness counts

Facial expressions and body language can't be seen so it's very important to sound polite on the telephone.

4. Use a lower voice pitch

Using high pitches comes through as unprofessional or childish. Your voice should create a pleasant visual impression over the telephone.

5. Match your speaking rate

Avoid speaking to fast or too slow. Most times it's easier to be understood (and connect socially) when you mimic another person.

6. Avoid extremes in volume

NO ONE LIKES TO BE YELLED AT! They will also strain to hear you if you are speaking too quietly. Consciously use a normal speaking volume.



Making a telephone call is difficult to do in a foreign language. When talking on the phone, speak especially **simply, slowly and clearly.** Don't show impatience.

7.4 Making and taking telephone calls



114

Here are some good phrases you can practice when making or taking phone calls. Your hotel will most likely have set phrases they will want you to say.

1. External call 📞

Answer according to the time of the day.

Good morning Good afternoon	[your hotel name]	how may I help you?
Good evening		

Note: Never say, "good night" unless someone is going to sleep.

2. Internal guest call 🌜

Answer according to the time of the day, add your name and sometimes your department. If you know the name of the guest who is calling (via call display), use it in your greeting.

Good morning Good afternoon Good evening	Mr. Mrs. Ms. Miss.	[guest last name]	this is [your name] from [department]	how may I help you?
--	-----------------------------	-------------------	--	---------------------

3. Interdepartmental call 📞

Answer according to the time of the day, add your name.

Good morning Good afternoon Good evening	this is [your name] speaking	how may I help you?
--	------------------------------	---------------------

4. Interdepartmental call (using department) 📞

Use your department as a more direct and efficient greeting. This immediately lets the caller know if they have dialed the right number. This form is not as polite, but is used often between departments.



Telephone action phrases 7.5

Action	Phrase
Making a call (identify yourself and department)	 Hello, this is Peter from the front desk.
Receiving a call (internal call, identifying department)	Good afternoon, front desk, how may I help you?
Receiving a call (speaker and phone did not identify caller)	■ May I ask who's calling, please?
Asking for someone / Making a	May I speak to Jason Chen, please?
request	Could I have extension 551, please?
	Could you transfer me to housekeeping, please?
Calling with a specific purpose	I'm calling to make a reservation for Mr. Smith.
Transferring a guest call	Transferring your call with pleasure.
	Connecting your call now, thank you!
Putting a guest call on hold	 Allow me to put you on hold while I check for the information required
	May / Could I put you on hold, while I check for the information?
Guest questions	■ I will be glad to assist you.
	■ I'd be happy to help with that.
Leaving a message	■ Would you like to leave a message?
	May I take/ leave a message?

Introductions are important

When you make or receive a call, make sure to identify yourself. It can be awkward for the other person to try to guess who they are talking to.

- ★ NEVER use: "I am Jane."
- ✓ ALWAYS use: "This is Jane."



Exampl	e interdepartmental call (incoming) 📞
Jane:	(picks up within 3 rings) Housekeeping, Jane speaking, how may I help you?
Caller:	Hello, may I speak to Michael, please?
Jane:	May I ask who's calling?
Caller:	It's Bill, from the front desk.
Jane:	Certainly Bill, let me see if he's available. Would you mind holding?
Caller:	No problem.
Jane:	(<i>after a pause</i>) Sorry Bill. It looks like Michael stepped out for lunch. Can I get him to call you back, or would you like his voice-mail?
Caller:	Would you mind letting him know I called? I'll be around all afternoon.
Jane:	Certainly. I'll have him return your call when he gets back.
Caller:	Thanks! Have a nice day!
Jane:	My pleasure. You too!





Asking the speaker to slow down

If you find you do not understand the speaker, tell them immediately. "My English isn't very strong, could you please speak slowly?" Most people will appreciate your honesty and will be happy to oblige.

Write it down

If you're nervous about using the telephone in English, it's sometimes helpful to write out a script or summary of what you need to say. You can also use this as a reference if you get confused during the call.

116_

Tricky situations 7.6

Not all phone calls are of a happy and productive nature. We also need to handle calls about complaints, recommendations, technical directions, or bad news. Because of the nature of telephones, we can't rely on facial expressions or body language to communicate our intended messages. The message needs to come through using primarily our *tone* and our *words*.



- I do understand the inconvenience you have faced...
- I will be more than glad/ happy to assist you...
- I completely understand the reason why you feel that way...
- I will ensure that...
- What I will do for you right away is...
- I assure you I will try my best to...
- I'm sorry for the inconvenience that you have faced, here's what we can do...

Softening directions

You want to advise, not patronize. Sometimes you will need to give firm directions, and softening your language (especially over the phone) will help you sound polite and respectful.

- \checkmark Do... \checkmark All you need to do...
- \bigstar Go... \checkmark A simple way to get there would be to go...

Using the pronoun "We"

When speaking to guests, the pronoun "we" is used more than "I". "We" communicates that you are speaking as a representative of the company. "I" is used when you are trying to make a statement sound more personal, or expression an opinion.

- ✓ We're happy to have you back anytime.
- ✓ I'm sorry to hear your flight was delayed.

In a service environment, it is best to use "we" whenever appropriate. This shows that the entire hotel is working together to care for the guest, and stand behind the statement as a team. Make sure to use "I" and "we" at appropriate times though, or your sentiments won't come across correctly.

- X I'm happy to have you back anytime. (What about the rest of the staff?)
- ★ We're sorry to hear your flight was delayed. (*How did the entire staff find out my flight was delayed?*)



7.7 Emailing in English



Keep It Short and Simple (K.I.S.S.)

As in all business writing, the most important thing is to be clear. Say something as directly as you can.

Poor communication:

I am writing to you to inform you of the fact that Tofino Resort & Spa is implementing a brand new reservation system for Online reservations. Henceforth, you will have the opportunity to use this FTP system to reserve rooms or tables in the restaurant, thereby saving you a great deal of time in your ordering process.

Much improved:

Tofino Resort & Spa now offers you the opportunity to book rooms Online.

When emailing, come to the point quickly. Drop unnecessary language so the reader can understand your point as efficiently as possible, while maintaining a polite professionalism.

1. Use spoken words

Use the same words you would use if speaking directly to the person. Avoid more formal words and phrases. This keeps things simple and understandable (...and you have less chance of making grammar errors).

× Avoid	✓ Much improved
We acknowledge receipt of your letter dated March 12, 2010.	Thank you for your letter of March 12.
At the present time we have no special rates.	We currently have no special rates.

2. Make the subject line clear and useful

People get a lot of emails throughout the day. Make your subject heading relevant. "Hello" as a subject line gives no context to the message.

★ Poor subject line	✓ Much improved
Urgent! Reply needed!	PLEASE REPLY: Tofino Resort reservation
	confirmation
Meeting	Food & Beverage meeting today at 3PM
Russia	Report on Russian oil industry now available
Reservation	Your reservation is confirmed for 01/02/2015

3. State your purpose early in the message

Begin by letting your reader know why you are writing. A quick, "I hope you're doing well" or "It was a pleasure speaking with you yesterday" is fine but most personal messages and well wishes are best kept for the end of the email.

4. Organize points with bullets or numbers

If you have several points to make, organize them with either bullet points or numbers. The email will be easier to read, and the recipient can reference your points in their response. *Example: ...As for point #2 in your email...*

Using titles

We use titles before names.

- Mr Hyde
- Dr Jeckell
- Herr Schmitt (German)

In a letter or email to Professor George Ott, use:

Polite form: title + family name

- ✓ Dear Prof. Ott
- 🗴 Not: Dear Prof. George

5. Check before you send

Typos make you look unprofessional. Be extra careful with these words: they're / their / there to / too / two it's / its

6. Include your contact information

This way people don't have to search for you or your company when contacting you.

7. Include reference to any attachment

If you attach a file to your message, mention it with a simple "please see attached". People often miss seeing the icon that indicates an attachment.

Dear Mr. Johnson,

Thank you for your interest in staying with us at Hotel Josephine! Your reservation has been confirmed (reservation confirmation email to follow) but I wanted to address your request for flowers to be waiting in the room for your wife.

- Does she have a favourite type of flower we could place there?
- Would you like some chilled Champagne, chocolates, or a bottle of wine waiting for her as well?

Let me know and I can have everything ready for your romantic get-a-way!



Getting to know the hotel

Sales & Marketing Division sales and MAR-ket-ing man-a-ger

Promotes the hotel to the community through various advertising channels.

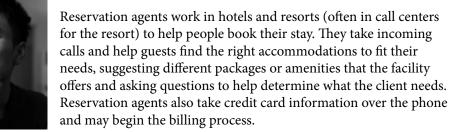
PBX Operator Op-er-a-tor

A PBX operator handles the hotel telephone switching system. The job entails basic customer service. The operator must handle and direct incoming calls, route these incoming calls to the correct individual or department within the business, or send them to a message system, such as voice-mail, if required.

Careers in Hospitality: Front Office

JOB TITLE: Reservations Agent

PRIMARY RESPONSIBILITIES:



SKILLS, ABILITIES & PERSONALITY

- Excellent communication skills.
- Problem solving skills.
- Likes to help people.

KNOWLEDGE & EXPERIENCE

REPORTS TO: Front Office Manager

- Formal education an asset but not required
- Most employers prefer candidates with two to three years of experience working in customer relations, preferably in a call center, although working in sales and service is acceptable.

SAMPLE

Vocabulary 📰

Textbook		
	Word stress	Translation
Vocabulary benefits	BEN-e-fits	TRUSEUON
dangers	DAN-gers	
demanding	de-M A N-ding	
dignity	DIG-ni-ty	
etiquette	ET-i-quette	
external	ex-T E R-nal	
inconvenience	in-con-VEN-ience	
interdepartmental	in-ter-de-part-MEN-tal	
internal	in-T E R-nal	
patronize	PA-tron-ize	
process	PRO-cess	
relevant	R E L-e-vant	
service-oriented	SER-vice-or-i-en-ted	
subservience	sub-SER-vi-ence	
transferring	TRANS-fer-ring	
typos	T Y -pos	
unconsciously	un-C O N-scious-ly	
🛏 Occupational		
Vocabulary	Word stress	Translation
book	B OO K	
conference	C O N-fer-ence	
credit card	CR E D-it card	
family friendly	FAM-i-ly friend-ly	
pay-per-view	PAY-per-view	
peak season	P EA K sea-son	
pet friendly	PET friend-ly	
pets allowed	PETS al-lowed	
reservation	res-er-VA-tion	
view SA	VIEW D	

☆ Reflect

🔦 Key Points

- The language of hospitality can be lost when guests are 'processed' or 'streamlined."
- The language of hospitality is comprised of five essential phrases:
 - 1. Welcome
 - 2. Thank you / We appreciate
 - 3. It's my pleasure to / I'm happy to
 - 4. Is there anything else...?
 - 5. We look forward to...
- Professional language is important to first impressions.
- You need to pay attention to your body language when speaking on the telephone.
- Key phrases are expected when making or taking telephone calls.
- Introduce yourself properly when making or taking a call.
- Use the pronoun 'we' when talking to guest to show you represent the company.
- Business communication uses the K.I.S.S. principle (Keep It Short and Simple).

Q Short Answer Questions

- 1. Use the five essential phrases of hospitality in your own sentences.
- 2. Name three "telephone actions" and their associated phrases.
- 3. How should you answer:
 - a. An external guest call?
 - b. An internal guest call?
 - c. An interdepartmental call?
- 4. Why should you soften directions when on the phone?
- 5. Why is it important to use positive tone and words when dealing with problems over the telephone?



Sources & Resources 🏛

Sources and resources used or modified in this unit:

7.7 Seven tips for emailing in English
 ESL mania
 http://www.eslmania.com/students/business_english/Tips_for_emailing_in_
 English.htm

🖵 Go Online

Use these search terms to further your studies.

Unit Theme

- Telephone etiquette
- Business email
- Polite speech
- Customer service
- Follow up

Language Points

- Telephone skills
- Sentence stress
- Customer dialogues
- Spoken word in writing
- Writing emails in English

SAMPLE

WORKBOOK

The Language Of Hospitality

A.1: The 5 essential phrases of hospitality

Write your own version using the variations found in **section 7.1**. Use the rubber band method to practice saying these very important phrases.



1. Welcome		W E L-come		
N-A-M	N. A. M.	N. A. M.	N.S.M.	N.S.V.
WEL-come	to	the	HO-tel	JO-se-phine.

Your phrase:

2. Thank you		TH A NK you			
- M-A-M-	N. A. M.	M. A.M.	N.S.N.	N. A. M.	M. S. M.
THANK	you	for	BOOK-ing	with	US.

Your phrase:

3. It's my pleas	pleasure to IT'S my PLEA-sure to				
N.S.N.	N. A. N.	N. A. W.	M Server Se	N. A. M.	- MANY
IT	was	my	PLEA-sure	to	HELP.

Your phrase:

4. Is there any	thing else?	is there \mathbf{A} N-y-	-thing E LSE?		
S. A.	N. A. M.	N.S.N.	M SAM	N. A. N.	- MAN
Is	there	AN-y-thing	ELSE	you	NEED?

Your phrase:

We look forwar	a to	we look F O R-war	a to	
NA 9	~~~~			N. A. Y
We	look	FOR-ward	to	it

A.2: Choosing your words Q

Choose the words or expressions that sounds most natural to complete the sentence. Say the dialogues with a partner.

- 1. STAFF: Welcome back!
 - GUEST: _____ (Thank you. I'm happy to be back! / You're welcome!)
- GUEST: You didn't need to buy us dessert. That was _____ (very kind of you / not needed).
 - STAFF: _____ (No thank you / Don't mention it). It *is* your anniversary after all.
- 3. GUEST: I felt the portions of the meals were too small.
 - STAFF: Thank you for _____ (your feedback / your cooperation). I'll let management know.
- 4. GUEST: Thanks again for letting us check out late.
 - STAFF: It was ______ (my honour / my pleasure) to make the morning easier. I could see it being challenging to get everything ready with two young kids.
- STAFF: Is there ______ (require something / anything else) I can help you with? GUEST: Actually, yes. We could use some more ______ (towel / toothpaste) for the room.
- 6. GUEST: We had a great stay! We'll be back again.
- STAFF: ______ (We looking forward / We look forward) to having you again.
- GUEST: _____ (We would like to express our gratitude / Thank you) for all your help today.
 - STAFF: _____ (You're most welcome. / It's all good!)
- STAFF: Thank you ______ (for your patience / for joining us). Your room is ready now. GUEST: ______ (My pleasure! / It's Ok). Although it felt like we were NEVER going to be able to check in.
- 9. STAFF: _____ (I would be happy to / I would be most honored to) take your bags to the room if you'd like.
 - GUEST: _____ (That's alright / Nope). I only have this one small overnight bag. I'll be fine.
- 10. STAFF: _____ (Welcome / Welcome to) the Hotel Josephine!
 - GUEST: Thank you _____ (very much / very many).

7.1

Reservation Agents need to be aware of the different rooms and amenities available, as well as sell and up-sell to premium packages or added services. Knowing what

B: Choosing a hotel Q

77

a guest is looking for in their accommodation choices is an important part of the job.

PART 1: Top 5 Accommodation Types

Rank the following types of accommodations that YOU prefer (1 = most preferred, 5 = least preferred). Explain your choice. As a class or in groups, write them down and compare with other people's ratings.

One way to achieve this is to call out the "type" and count to 5 (hotel 1...2...3...4...5...) and have people put up their hands when the rank they chose is called. Write the number of raised hands in the appropriate "class rankings" column. Mark in the "RANK" column the FINAL rank that was most chosen (example: most people chose "hostel" as #1. Write "1" in the totals column.

My Accommodation		Class Rankings							
Rank	Туре	1	2	3	4	5	RANK		
	bed & breakfast								
	downtown hotel								
	mountain resort								
	beach resort								
	hostel								

Favourite type: _

PART 2: Top 10 Amenities

Rank the following amenities by which one you feel would be the most important to GUESTS of a hotel (1 = most important, 10 = least important). Follow the same steps as above.

Му	Amenities	Class Rankings										
Rank		1	2	3	4	5	6	7	8	9	10	RANK
	TV/ Wireless											
	free breakfast											
	wheelchair access											
	swimming pool											
	kitchenette											
	queen-size beds		1									
	restaurant											
	good room rates	_										
	sitting area	Δ			Р		F					
	Jacuzzi tub											

Most important: _

C.1: Speaking professionally

Part of speaking professionally is knowing when to be "very polite" and when to be a little more casual. Write phrases in their appropriate columns.

What's up?	May I help whose next?
May I have your name?	May I have your name, please?
How's it going?	What do you want?
Can't you get in line?	Please hold.
May I put you on hold for a minute?	Could you get in line, please.

Very polite / formal	Somewhat polite / casual	Not very polite (or rude)

C.2: Professional speaking in Reservations

A Reservations Agent (RA) plays a large role in making a good first impression on the guest. In many cases, the RA is the first person a guest will talk to at the hotel. Here are the key responsibilities of a Reservations Agent. Write a professional statement or question they might ask/ say when carrying out each of these responsibilities.

Key responsibilities:

Dealing with guests over the telephone:
 Taking and inputting reservations:
 Taking and inputting reservations:
 Negotiating rates in hotels:
 Up-selling, or offering a more expensive room to the customer:

D: Using body language on the phone 💊

Using good, open body language can really help with how well you connect with the person on the other end of the phone. Slumping or sitting hunched over can make you sound bored and disinterested in the caller's messages, where as smiling can affect your tone of voice in a positive way. Having a positive attitude is just as important.

Practice this conversation being conscious of your body language with a partner. Use your cellphones for this exercise (if you don't have a cell phone, sit back to back so you cannot see the other person). Call your partner and say the different dialogues while not looking at each other. Try some of the different scenarios. You don't have to do the same scenario as your partner (i.e. BOTH staff and caller are angry). Switch roles. Find new partners often.

- Use positive body language (smile, sit up straight, use open hand gestures)
- Use negative body language (Slump in your chair, hunch over, use closed body language)

ALTERNATE: See if your partner can guess which scenario you are doing.

ATTITUDE SCENARIOS:

- 1. You have been having a great day at work today (STAFF)
- 2. You just were reprimanded by your boss (STAFF)
- 3. You hurt your leg exercising this morning. Ouch! (STAFF)
- 4. You really, really hate your job (STAFF)
- 5. Your boyfriend/ girlfriend just dumped you before work (STAFF)
- 6. Your dog died yesterday (CALLER)
- 7. You just won a lot of money in the lottery (CALLER)
- 8. You just had a fight with your husband / wife about which hotel to stay at (CALLER)

DIALOGUE

STAFF:	Good morning, Hotel Josephine Reservations Department, This is [YOUR NAME], how may I help you?
CALLER:	I'd like to book a room.
STAFF:	Excellent. When would you like to join us?
CALLER:	Next weekend.
STAFF:	How many nights?
CALLER:	Just two nights. We'll need something with two beds. My son is coming.
STAFF:	I'll check availability for those dates. May I put you on hold for a moment?
CALLER:	Ok.
STAFF:	Thank you for holding. It looks like we have a room for you overlooking the beach. Could I have your name, please?
CALLER:	John Snow.
STAFF:	That's spelled S-N-O-W?
CALLER:	Yes.
STAFF:	Excellent. I'll just need your credit card information to guarantee the room with a deposit.

79

E.1: Taking control	ol on the phone	Write out an appropriate phrase to correspond with each telephone action.
1. Making a call (identify yourself and department)		
2. Receiving a call (external call)		
3. Receiving a call (internal call, identifying department)		
4. Receiving a call (speaker and phone did not identify caller)		
5. Asking for someone / Making a request		
6. Calling with a specific purpose		
7. Transferring a guest call		
8. Putting a guest call on hold		
9. Answering guest questions/ requests		
10. Leaving a message	AMP	LE

E.2: Gathering information

Closed VS. Open questions

A "closed" question is one that can be answered

with either a simple yes / no or a specific piece of

information appropriate to the question. An "open" question generally will receive a longer, more detailed answer.

Closed questions:	Open questions:
 Give you facts. Easy to answer. People are quick to answer. Control of the conversation stays with the questioner. 	 Ask the respondent to think and reflect. Give you opinions and feelings. Control of the conversation moves to the respondent.

Each type of question has it's purpose, depending on the information you'd like to receive. When speaking on the phone at the workplace, most times you want to gather information quickly, and ensure that you are getting the "right type" of information. Label the questions below as either "open" or "closed".

- 1. _____ How many nights would you 2. _____ How old are you? like to stay?
- 3. _____ Would you like to leave a message?
- 4. <u>How are you enjoying your</u> stay so far?
- 5.
 ______ What is your dream
 6.
 ______ What are you doing for your holidays?

E.3: The name game **P** This exercise show type of questions.

This exercise shows the importance of asking the right type of questions.

Think of a famous person and write it secretly on a sticky note (or piece of paper). Split into pairs. Attach the sticky note to the head of your partner (or put it folded up in their pocket).

ROUND 1: Closed questions

Take turns asking **closed (yes/no) questions**. You may continue to ask questions for as long as you receive a **yes** response. When the answer is **no**, swap so that the other person is asking the questions. The goal is to guess the name of the person your partner has written down. Play for 5-10 minutes.

Example questions: Am I alive? Am I a girl? Do I play professional sports? Am I an actor?

If you have guessed correctly, choose another famous person and repeat the exercise

ROUND 2: Open questions

Take turns to ask **one open question at a time**, and alternate. Questions like "What is my name?" or similar are not allowed! If you ask a closed question by mistake you lose your turn. Play for an additional few minutes. Then stop to discuss as a class.

Discussion questions:

- Which were the easier types of questions to think of?
- Which questions made it easier to guess who I was?

Learning point: Open questions are very useful for gathering information but most people find it easier to ask closed questions.

Take a message, leave a message Q

Use this role play to practice taking and leaving

a message. Use the information to role play a telephone conversation. Person A (caller) will call for a purpose, while person B (callee) will ask the appropriate questions (Who's calling please? / may I take a message? / I'm sorry they're not available right now etc.) and fill in the message memo during the role play. Use the language you have learned throughout the unit.

Message 1:

F:

Information for Caller (person A)	Information for Callee (person B)
Name of caller: <i>Jason Chan</i>	Reason they don't answer: Out for lunch
Name person wanted: Sally Field	
Reason for call: <u>Meeting is canceled</u>	
Message: <u>Reschedule meeting for Tuesday at</u> 11:00	

MESSAGE MEMO 1
Date:
Time:
То:
Message:

Message 2:

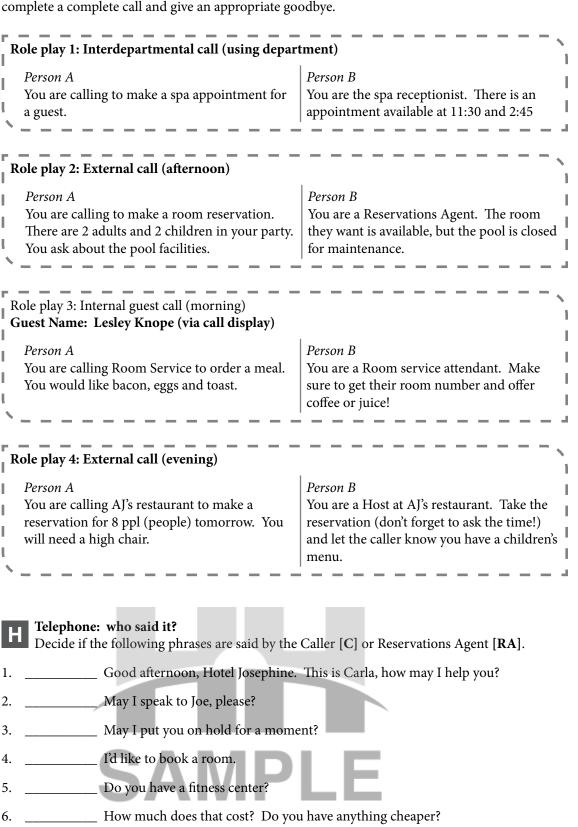
Information for Caller (person A)	Information for Callee (person B)
Name of caller: <u>April Wong</u>	Reason they don't answer: <i>In a meeting</i>
Name person wanted: <u>Mike Moore</u>	
Reason for call: <u>Calling in sick</u>	
Message: Can't make my shift today. I'm Too	
sick and am staying home.	

MESSAGE MEMO 2	
Date:	
Time:	
То:	
Message:	
	DAWFLE

One thing to note is that most people now use an electronic message recorder, such as "Voice-mail" to leave messages. A good expression to use is "Would you like to leave message, or can I transfer you to *their voice-mail?*

Use the role play cards to practice telephone skills. Make sure to be answering the phone in the proper manner depending on the situation. See if you can complete a complete call and give an appropriate go

G: Telephone role plays **Q**



7. _____ The room has a full bathroom and mini fridge, but there are no kitchen facilities.

7.5

I.1: Email scenarios

Use your **preferred email program** to write the emails below to different classmates. Have someone start the

email conversation and the other reply to it. Reply back and forth until all questions are answered or the conversation is complete. Scenario 1 is an example that everyone should try. Make up information to complete the exercise.

EMAIL 1

Subject line: Re: Booking a room

Dear Sir/Madame,

I'd like to get some more information about rooms and availability at your hotel. We are two adults and two children traveling to Beijing on March 31 for two nights.

- 1. Do you have rooms available on those nights?
- 2. What are the room rates? Are there any taxes?
- 3. Do you have a fitness center?
- 4. What is the best way to travel to your hotel from the airport?

Thanks in advance for your help.

Best regards, Frank

EMAIL 2

A: You are writing to your friend. Write an email to your partner describing your hometown.

B: Reply with questions about the area, asking for pictures and your thoughts about their home.

EMAIL 3

A: You are writing to your friend. Write an email asking for advice.

B: Reply with your advice or suggestions about the subject.

EMAIL 4

- A: You are the customer. Write an email complaining about a service at the hotel.
- B: You are a manager at the hotel. Respond to the email with an apology.



Practice your skills

Have your partner read and check the grammar of these various types of emails you send them.

- 1. Write a friendly email, using words and phrases to make you seem likable.
- 2. Write a direct, brief email about something.
- 3. Write an email being polite or indirect.
- 4. Write an email to a friend asking the to return something they had borrowed.
- 5. Write an email to your boss asking for a raise.



7.7

J: Test your knowledge

1. List the 5 essential phrases of hospitality.

a.	
b.	
c.	
d.	
P	

Choose the best answer.

- 2. You can introduce yourself when making or taking a call by saying:
 - a. This is [name]
 - b. I am [name]
 - c. [name] here, at your service!
- 3. What is the best way to answer an external guest call.
 - a. Good afternoon, this is Amber speaking.
 - b. Good afternoon, Hotel Josephine. How may I help you?
 - c. Good afternoon, this is Amber speaking. How may I help you?

4. Telephone etiquette includes:

- a. Answering the phone within 6 rings and speaking very slowly.
- b. Using a lower pitch when speaking and matching your speaking rate to the caller's.
- c. Comfortable posture like slumping in your chair.
- d. Speaking louder if the caller has poor English skills.

True or False?

5.	Body language can have an effect on how you sound on the phone.	[TRUE]	[FALSE]
6.	Key phrases such as "would you like to leave a message" or "may I ask who's speaking?" are expected when making or taking telephone calls.	[TRUE]	[FALSE]
7.	Don't use the pronoun 'we' when talking to guest to show you represent the company.	[TRUE]	[FALSE]
8.	When emailing, you should state your purpose early in the message.	[TRUE]	[FALSE]
9.	It's impolite to include a reference to an email attachment. They should be able to see it.	[TRUE]	[FALSE]
10.	It's sometimes helpful to write out a script or summary of what you need to say when telephoning. You can also use this as a reference if you get confused during the call.	[TRUE]	[FALSE]

Awareness. Attitude. Adaptability.

Visit us at www.hospitalityhorizons.org Download full example units from www.hospitalityhorizons.org/samples 从www.hospitalityhorizons.org/samples 这个网址可以下载所有的案例单元。