

# Delivering Legendary Resident Service™



## Description

When it comes to retaining residents and enhancing your reputation, you need to step outside the leasing office and look at the whole picture. The service you provide your residents makes the difference. You have a beautiful property, but the key differentiator to many current residents is your ability to consistently provide an exceptional experience.

An often-overlooked part of your resident retention plan is the role of your support team such as maintenance and groundskeepers. They are your ambassadors. To many of your residents, they become the 'face' of your organization – valued employees that can make or break the relationship at a time when your residents may need them the most.

**Delivering Legendary Resident Service™** is a unique training program that demonstrates the why and the how of providing great service when interacting with your residents. This program provides your team the skills and tools needed to deliver memorable service that is focused on your residents' needs – regardless of the situation.

Signature Worldwide's interactive training program will help:

- Build consistency in the service delivered
- Develop standards that help guide your team through an exceptional interaction
- Identify the role each of your team members has in building value, enhancing reputation, and developing loyalty
- Diffuse potentially confrontational situations
- Strengthen relationships with your residents resulting in more referrals, greater retention and higher loyalty scores

And, because **Delivering Legendary Resident Service** is specially designed to change employee behavior and create lasting improvement, Signature Worldwide offers a variety of reinforcement and sustainment tools including ongoing training and surveys.

This four-hour onsite training can be delivered at a location of your choice.

## Who Should Attend?

Anyone who works directly with your residents primarily in a service capacity.

- Maintenance
- Groundskeepers
- Doorkeepers
- Greeters/Concierges
- Porters
- Security Guards

## Program Outcomes

- Consistency in service standards
- Increased level of professionalism
- Clear expectations for delivering legendary service
- Greater confidence
- Differentiating your organization from the competition by delivering exceptional customer service
- Increased resident satisfaction
- Developing strategies for working with upset residents



# Course Agenda

**Introduction** Welcoming activity and an overview of the session is presented.

**What to Expect** Course objectives are shared.

**Legendary Service** Characteristics of exceptional service are reviewed and ways to create a legendary impression are discussed.

**Connecting with Customers** Set of service standards established around personal appearance, communication, and tone.

**Discovering and Information Gathering** Importance of gathering information and tips for ensuring understanding of residents' needs.

**Skill Practice** Connecting with residents and gathering information is practiced.

**Delivering Value** Creating and delivering value. Key behaviors identified for delivering value during interactions. Includes taking ownership, promoting the community, and checking for satisfaction.

**Closing** Leaving the resident with a legendary impression.

**Skill Practice** Techniques for delivering value and closing are practiced.

**Empathize & Apologize** Two communication skills used to diffuse potentially confrontational situations are discussed and practiced.

**Common Complaints** Applying skills from training to real world resident concerns and complaints employees encounter.

**Review of the Day with Next Steps** Committing to immediate implementation of these legendary service skills.

